

Lifestyle / FI

Terno goes global for competition in Paris Dec. 16

Business / BI

SM stockholders to get P5-B windfall

World / AII

Parliament elects Prince Sihanouk next Cambodian king

Metro / A22

Cops seize P100M in bogus Sony Playstations

Entertainment / A37

Jolina loses Star Cinema movie for rejecting ABS soap

Erap to be grilled by Grade 6 student

By Armand N. Nocum

THE ACCUSED may undergo his toughest grilling yet but not in a court of law.

A Grade 6 student of the Makati Gospel Christian Academy in Fort Bonifacio

ERAP/A18

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BALANCED NEWS, FEARLESS VIEWS

Friday, October 15, 2004 ★ 92 pages / 10 sections / vol. 19 / no. 310 P18

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RP 'Shoe City' bags 3 int'l 'healthy' awards from WHO

THIS SHOE capital is definitely going places.

The eastern Metro Manila city of Marikina, home to the country's shoe industry, bagged this week three out of the five prizes in the World Health Organization "Healthy City Awards" held in Kuching City, Sarawak, Malaysia.

The awards are given every two years.

RP/A18

General's assets frozen

Court order covers 40 bank accounts of Garcia and his family

By Philip C. Tuba

ACTING on the request of the Anti-Money Laundering Council, the Court of Appeals yesterday ordered the freezing of the 40 accounts of Maj. Gen. Carlos Garcia and his family in six banks and in the Armed Forces of the Philippines Savings and Loan Association, Inc. (AFPSLAI).



INTERIOR SECRETARY REYES laughs off charges saying, "I am stronger. I'm even beginning to enjoy it already."

Opposition lawmakers train guns on Reyes

By Carlito Pablo and Juliet Labog-Javellana

LAWMAKERS led by House Minority Leader Rep. Francis Escudero yesterday called for the withdrawal of Interior Secretary Angelo Reyes' appointment papers pending a satisfactory explanation on the retired general's P18-million assets.

Escudero (NPC, Sorsogon) said the administration of President Macapagal-Arroyo should embark on a transparent inquiry to show that it was serious in weeding out corruption. This is necessary, he said, because it first came to power through the 2001 uprising that was triggered by allegations of corruption against then President Joseph Estrada.

"Until Reyes is able to explain his new-found wealth, he should withdraw his papers before the Commission on Appointments, or the President should [do so]," Escudero said in a phone interview.

"There should be no shadow of doubt that this administration is not tolerating corruption," he said, adding that earlier allegations on Reyes' unexplained wealth was easily dismissed because the former Armed Forces chief of staff was supposedly Malacañang's fair-haired boy.

As though to prove this, the Palace rushed to Reyes' defense, brushing off allegations of corruption against him and other members of Ms Arroyo's official family.

"The Cabinet is a body for policy formulation, and should not be made a hunting ground for scandal based on frivolous accusations," Press Secretary Ignacio Bunye said, adding:

"There will be no sacred cows at any level of the government, but neither will there be sacrificial lambs for mere propaganda."

Reyes himself laughed off the INQUIRER

In one bank alone, the former comptroller of the AFP, who is being investigated for allegedly amassing ill-gotten wealth, kept a total of P44,590,291.14.

The AMLC said funds from the 40 accounts it had discovered would certainly be withdrawn or transferred if these were not frozen.

"Wherefore, a freeze order, valid for a period of 20 days, is hereby issued directing the following concerned covered institutions (to freeze the Garcias' accounts) and all related web of accounts," said the resolution penned by Associate Justice Marina Buzon of the Court of Appeals 12th Division.

The freeze order, however, came late as Garcia and his son had already withdrawn P19 million from AFPSLAI early this month.

The Court of Appeals also ordered the Land Transportation Office to prevent the sale of the eight vehicles registered to Garcia, his wife and sons.

Under Republic Act No. 9194, an Act Amending the Anti-Money Laundering Law of 2001, the Court of Appeals can issue a freeze order on certain financial assets upon the request of the AMLC.

The AMLC said there was reasonable ground to believe that Garcia committed graft and plunder.

Solicitor General Alfredo Benipayo noted that while Garcia's Statement of Assets, Liabilities and Net Worth (SALN) for 2003 showed that his net worth was P1,253,413.81, the AMLC found that his financial transactions from 2002 to 2004 amounted to a whopping P185,539,963.14.

This amount does not include the general's other assets such as the money in the 40 bank accounts and a house in Ohio and a Park Avenue condominium in New York.

"Indeed, based on the gathered evi-

GENERAL'S/A21



CONGRESS goes to the UST hospital to hold a hearing in the auditorium of the College of Medicine on the unexplained millions of Gen. Carlos F. Garcia only to find their quarry in bed. Despite his doctor's diagnosis that he was medically fit, Garcia refuse to testify.

1 general sacked, 16 others promoted

By Christian V. Esguerra and Fe Zamora

ONE GENERAL lost his post for allegedly faking his birth certificate but 16 other military officers, including Brig. Gen. Jovito Palparan, who is facing human rights violation charges, are set to be promoted in the latest revamp in the Armed Forces of the Philippines.

Brig. Gen. Prospero Ocampo was

sacked as chief of the Air Force's 570 Composite Tactical Wing effective Sept. 21, according to Air Force spokesperson Lt. Col. Restituto Padilla. The tactical wing is based in Puerto Princesa, Palawan.

Padilla was vague on why Ocampo was removed, saying only the relief was meant to give way to Ocampo's deputy, Col. Aurelio Marquez.

Padilla said he had heard of Ocampo's

alleged falsification but could not confirm if it was the reason for his relief. He said Ocampo was now being investigated by the military inspector general.

Ocampo is a member of the controversial Philippine Military Academy Class 1971.

Another PMA class 1971 member, Maj. Gen. Ralph Flores, is facing investigation for allegedly committing a similar

I GENERAL/A21

For 3rd time, Garcia refuses to testify in hearing

By Alcuin Papa and Cynthia D. Balana

FOR THE third time in a row, Maj. Gen. Carlos Garcia was a no-show at the hearing of two House committees investigating his unexplained wealth.

Despite an initial assessment early yesterday by Dr. Ivan Villegas, his physician, that he was medically fit to testify,

Garcia refused to attend the hearing.

Members of the committees on national defense and on banks had to converge at the auditorium of the University of Santo Tomas College of Medicine for the third public hearing to make it convenient for Garcia to testify.

The former AFP comptroller suspected of having amassed cash deposits of

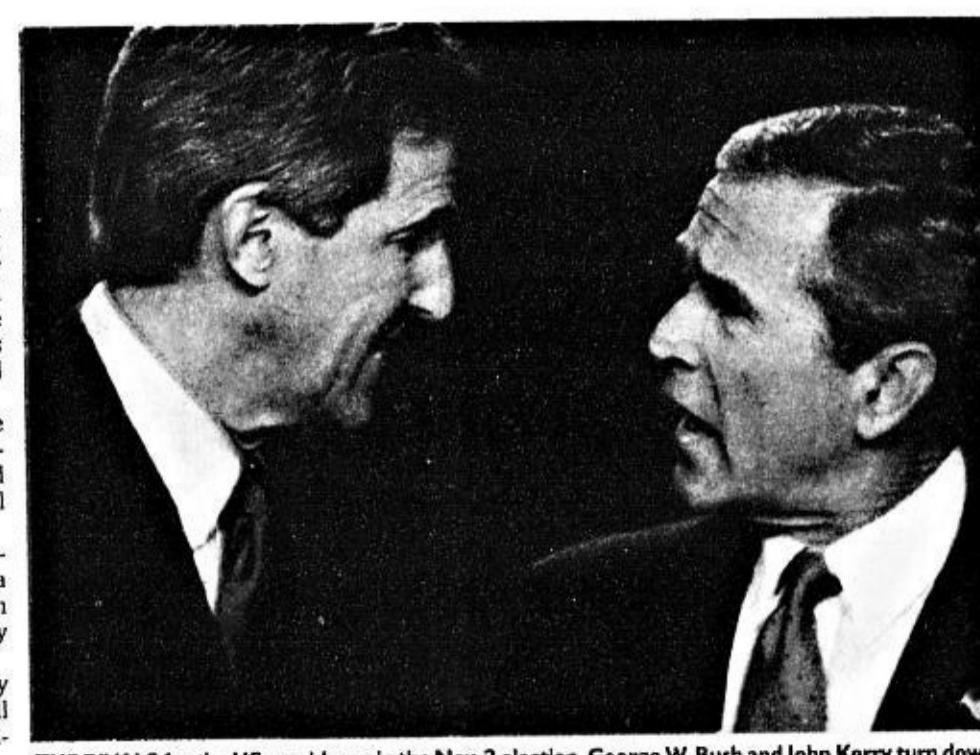
more than \$1 million is confined at Room 517 of the Del Rosario Ward of the hospital, which is adjacent to the College of Medicine.

The committee on national defense last night ordered Col. Rafael Regino, the Armed Forces surgeon general, to continue to monitor Garcia's medical condition for the next 24 hours and to report

the results periodically.

Once Garcia's condition stabilizes, Regino should "cause [his] transfer to the V. Luna Hospital or to his quarters, whichever is deemed fit, provided that under these conditions [he] is still under arrest and under the military's jurisdiction," the committee said.

FOR 3RD/A21



THE RIVALS for the US presidency in the Nov. 2 election, George W. Bush and John Kerry turn down the hostile tone of their first two debates displaying warmth and heart as they talk about their faith and families during their last debate on Wednesday night (Thursday, Manila time).

Kerry adjudged winner in final debate with Bush

TEMPE, Arizona—US President George W. Bush and Democratic Sen. John Kerry battled over health care, jobs and taxes in their final debate on Wednesday, with Bush criticizing Kerry's "far left" Senate record and Kerry arguing the middle class had lost ground under the president.

In a CNN-USA Today-Gallup poll, 52 percent of 511 debate

watchers judged Kerry the winner while 39 percent declared Bush

the victor. An ABC News poll had

Bush and Kerry tied among a sample of debate watchers that tended to be more Republican.

In the last of three crucial debates

in a deadlocked presidential race, Bush and Kerry turned

down the volume from the combative tone of their first two debates, discussing their faith and

families. They reluctantly praised

each other even as they repeatedly clashed over their public records.

Bush said Kerry had "no record of leadership" during his 20 years in the Senate and warned voters his rival would raise taxes, boost spending and support more government intervention in health care.

"There's a mainstream of American politics and you sit right on the far left bank," Bush told Kerry, repeatedly linking the Massachusetts senator to his liberal Senate colleague, Sen. Edward Kennedy.

Kerry hammered Bush for favoring the rich with hefty tax breaks while turning his back on the middle class with a record of job losses, rising budget deficits and ballooning health care costs.

"I'm going to stand up and fight

KERRY/A20

WEATHER FORECAST

FORECAST: Southern Luzon, Visayas and Mindanao will experience cloudy skies with scattered rainshowers and thunderstorms. The rest of the country will be partly cloudy to cloudy with isolated rainshowers and thunderstorms.

SOURCE: PAGASA

COMPILED BY: CHONA GALANG, FDI/RESEARCH/10/15/04

Second FRONT PAGE

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GMA pleads for understanding

By Gil C. Cabacungan Jr.

PRESIDENT Macapagal-Arroyo yesterday made an urgent appeal to all Filipinos—including the poor, the hungry and the jobless—to understand and accept the new taxes and higher power rates, assuring the public that these measures were temporary and would eventually lead to higher economic growth in six years.

"This is only for now. We have to go through this period and I hope that our citizens will understand why they should pay more taxes and higher power rates," she said at a luncheon meeting with reporters on Wednesday in

which she explained the six-year Medium Term Philippine Development Plan (MTPDP).

"If anybody sabotages this (MTPDP) and we end up as a pariah in the international and local financial community, everybody collaps-

es anyway. It's not just me, everybody else will," said the President.

Officials have warned that the country risked a possible credit downgrade should Congress fail to enact at least two of the President's eight proposed tax measures and if the public would continue to resist higher taxes and power rates.

A lowering of the country's credit rating would mean more expensive loans and higher interest expenses on current loans for the Philippines and this would in turn further widen the budget deficit.

The President said that if all

the reforms in the MTPDP are carried out as planned, the resulting economic benefits would be shared by all.

The MTPDP is projecting economic growth of at least 7 percent and a zero budget deficit in five to six years if Congress and the public accepts more taxes, higher power rates, reduced state subsidies and stringent government spending.

For those without jobs and food to eat, Ms Arroyo said: "I hope that they will understand that we are doing all of these to create more employment oppor-

tunities for them."

The unemployment rate was pegged at over 11 percent in July 2004 while a recent Social Weather Stations survey showed that 15.1 percent of Filipino households are suffering from hunger.

The President said the government would continue to help ease the plight of marginalized Filipinos, "but I hope they understand that we are only looking to help the poorest of the poor."

She said she was wary of giving dole-outs not only because of limited resources but also of its nega-

tive impact on the recipients.

The President also appealed for understanding from the middle class that will be bearing the brunt of higher electricity bills, following a 98-centavo per kilowatt hour increase in the National Power Corp.'s generation charge and the elimination of cross-subsidies for households in the areas serviced by the Manila Electric Co.

"The middle class should understand why their power bills will increase for now. By the end of our term, electricity prices will be competitive," she said.

Palace eyes tariff hike pending new tax measures

By Gil C. Cabacungan

MALACAÑANG plans to impose an import surcharge to immediately boost revenues, a stopgap measure to raise cash while it waits for Congress to approve more permanent revenue-raising measures.

The tariff measure would also be an alternative to the proposed petroleum tax which is likely to remain longer in the freezer as world crude oil prices continue to climb to record highs.

President Macapagal-Arroyo can unilaterally raise import duties without congressional approval while Congress is in recess. Congressional sessions resume on Oct. 25.

Socioeconomic Planning Secretary Romulo Neri said the country's economic managers have discussed and agreed to impose an additional duty of between 2 and 3 percent on all imports, including oil.

The only obstacle to its implementation is the country's international trade commitments, particularly to the Association of Southeast Asian Nations which frowns on import surcharges because they go against liberalization.

"But we're not yet giving up on the idea because we believe we can address the issue of our trade commitments. The surcharge will generate a significant amount of money for the government," Neri said.

Albay Rep. Joey Salceda, a member of the Economic Managers Group advising the President and who made the proposal, said increasing import duties would not only raise cash immediately but would also contribute to moderating the growth of imports at a time when the peso has been trading at record lows.

Neri said an import surcharge could be an alternative to the P2 per liter excise tax on petroleum which the President approved last June but has been shelved indefinitely because of the soaring world crude oil prices.

The government said it would wait until crude oil prices have stabilized before imposing the additional petrol tax as it does not want to add to the spike in pump prices.

No need for new taxes, says solon

CONGRESS would not need to pass new tax measures if the government would start collecting the right taxes from the country's billionaires and millionaires, according to an opposition legislator who urged Malacañang to first put its tax-collection system in order before pushing for new taxes.

"How can we justify imposing additional taxes when the government cannot even collect the rightful amount from the country's billionaires and millionaires?" said Rep. Gilbert Remulla (NP, Cavite).

He said the government should start with the at least 50 billionaires and 42,500 millionaires that the Federation of Filipino-Chinese Chambers of Commerce Inc. (FFCCI) earlier said had not been paying the correct taxes.

"As early as now, the government should start all possible legal actions against wealthy but delinquent taxpayers," Remulla said.

In an effort to convince the Senate to pass the tax amnesty bill, an FFCCI official said during a finance committee hearing that tax-delinquent "50 billionaires and 42,500 millionaires" and even the dummies of foreigners who have not been paying the right taxes would be encouraged to come out if there is a tax amnesty.

The tax amnesty bill is one of the eight tax measures that Malacañang has asked Congress to pass in a bid to raise P80 billion a year to cope with a ballooning budget deficit.

Remulla said the Palace should prepare for the worst as even administration senators are saying that the Senate was against the passage of any new tax measures.

House Majority Leader Rep. Prospero No-grales (Lakas, Davao City) is calling for a meeting among leaders of the House, Senate and Malacañang to reach an agreement on which tax measures to push for passage before the end of the year.

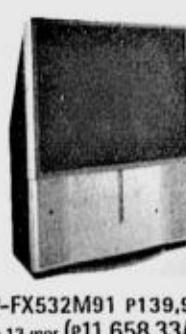
Carlito Pablo



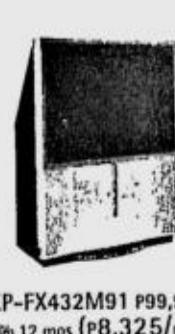
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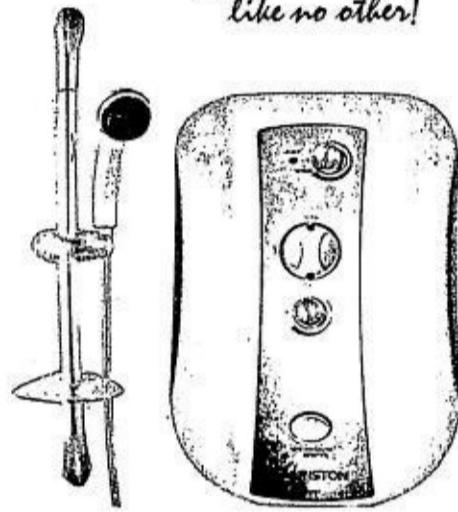
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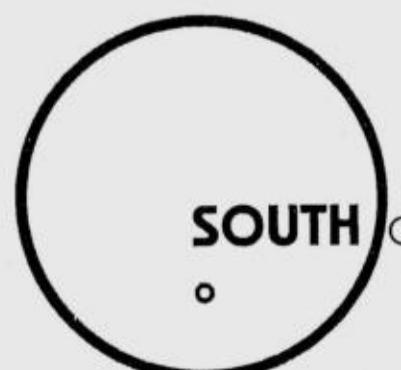
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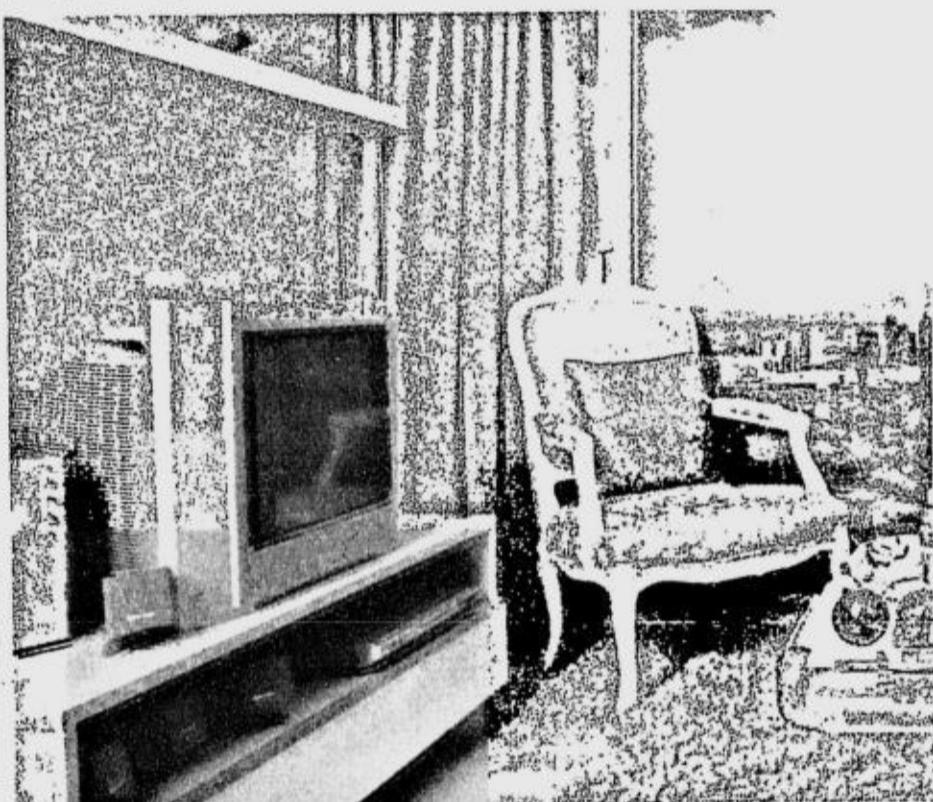


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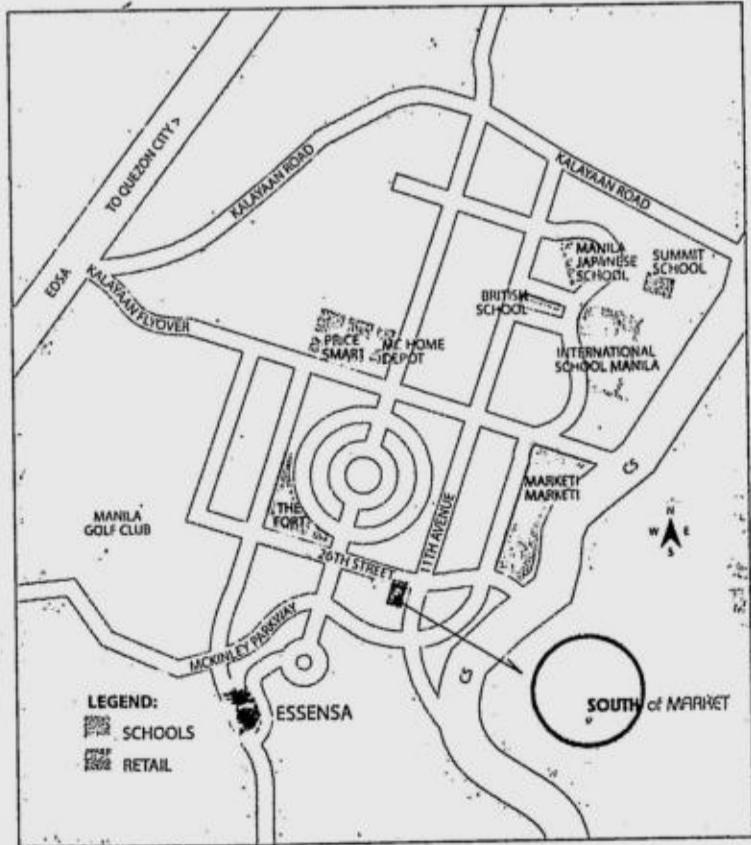
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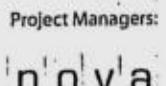
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The WORLD

Editor Luverne B. Gueco

Prince Sihanouk to succeed Sihanouk as Cambodia's king

PHNOM PENH—Cambodia, politically fractious and still traumatized by dictator Pol Pot's brutal 1970s regime, seemed to be moving towards a smooth succession to King Norodom Sihanouk on Thursday after his shock abdication.

The nine-member Royal Throne Council responsible for selecting a successor met with its decision apparently made.

Prince Norodom Ranariddh, returning from his self-declared "mission impossible" to Beijing to persuade Sihanouk to change his mind, said his half-brother Norodom Sihamoni would be the unanimous choice.

"All nine members of the Royal Throne Council support Sihamoni as the new king," Ranariddh, head of the National Assembly and a member of the council, told reporters.

Sihamoni, a 51-year-old Prague-educated dance teacher who until recently was Cambodia's ambassador to Unesco in Paris, had accepted the role, Ranariddh said.

Sihamoni would accompany his father back from Beijing on Oct. 20 and be crowned on Oct. 29 in a relatively low-key ceremony, Ranariddh said, because Sihanouk had said "we should save the nation's money" rather than splash out on an elaborate ceremony.

Ranariddh, deep into politics like most of Sihanouk's other children who survived Pol Pot's "Killing Fields," helped persuade the reluctant Sihamoni to take the throne.

Sihanouk said Sihamoni, who has spent much



SIHAMONI

of his life outside Cambodia, would be his ideal successor because he was not involved in politics and Prime Minister Hun Sen, a member of the Royal Throne Council, backed his choice.

Sihanouk, who turns 82 on Oct. 31 and has been having medical treatment in Beijing for months, announced a week ago that he was too old, sick and tired to carry on and rebuffed all attempts to get him to change his mind.

He made plain in a message to the Cambodian people on Tuesday that he wanted the succession determined before he died, even though the constitution says the monarch rules for life, because he feared another bloodbath if it was not.

"My abdication allows me to give our country, our nation and our people a serious opportunity to avoid mortal turmoil the day after my death," Sihanouk wrote.

Cambodian politics were so factionalized that an all-out battle for power could erupt if there were no monarch to keep the lid on, he said.

"Cambodian republicans are irredeemably divided into antagonistic, well organized clans, even armies, capable of falling on each other in tragic and bloody fashion," he said.

Cambodia's two houses of parliament rushed through legislation allowing Sihanouk to retire when it became clear he would not change his mind about abdicating, a move he had threatened many times in frustration at political chaos.

Reuters

WORLD BRIEFS

Israel-EU collision

JERUSALEM—Israel could end up on a collision course with the European Union and face sanctions like apartheid-era South Africa unless the Israeli-Palestinian conflict is resolved, a confidential government report warns. Political sources said the report, a 10-year forecast prepared by Israel's Foreign Ministry, predicts that the Jewish state could become increasingly isolated internationally as the EU grows more influential. "This could put Israel on a collision course with the European Union," the report says. "Such a collision course holds the risk of Israel losing international legitimacy and could lead to its isolation in the manner of South Africa." Reuters

Afghans start vote count

KABUL—After delays over fraud charges and boycott threats, the vote count in Afghanistan's presidential election finally began Thursday, five days after millions of men and women defied the Taliban to have their first say in their country's destiny. The count from Saturday's historic ballot was put on hold while diplomats lobbied key opposition candidates to drop calls for a boycott over charges of multiple voting and other irregularities, and an international panel was set up to probe their complaints. AFP

Chinese hostage rescued

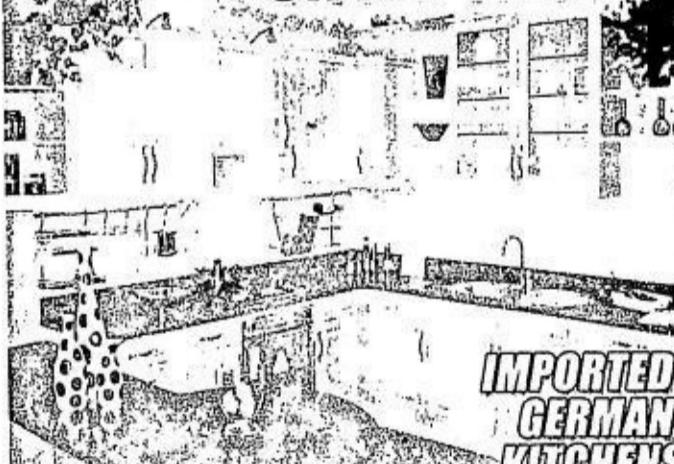
ISLAMABAD, Pakistan—Pakistani commandos on Thursday raided a house near the Afghan border where two Chinese engineers were being held hostage, rescuing one, but the other died of gunshot wounds, while all five kidnappers were killed, officials and news reports said.

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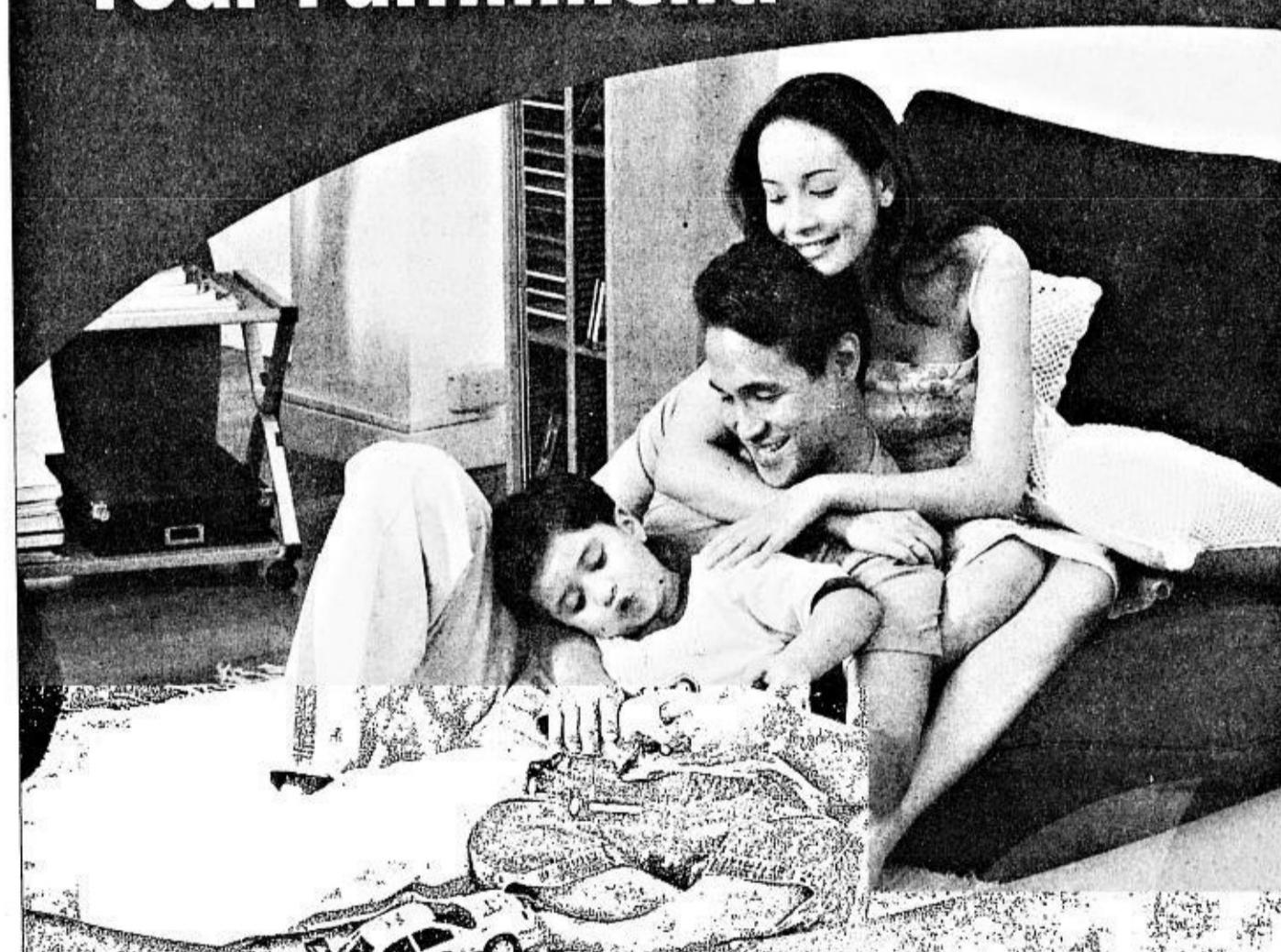
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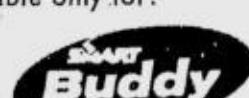


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Justice denied

PITY Evelio Javier. Not only was justice for him delayed, it was also denied. Arturo Pacificador walked off a free man last Tuesday when the Antique Regional Trial Court cleared him of the brutal murder of the anti-Marcos governor in 1986. While the court convicted and sentenced several persons associated with Pacificador for the killing, it found no evidence beyond reasonable doubt to convict and sentence the

EDITORIALS former assemblyman and close Marcos associate. It's as if the henchmen who ambushed Javier and slew him in broad daylight had no mastermind, no governing intelligence. It was as if the guns went and finished off Javier on their own.

While the court stacked every doubt against Pacificador's involvement, it didn't seem to find it bothersome to convict the triggermen and even Pacificador's own lawyer, Avelino Javellana. How reasonable doubt was constituted and interpreted in this case only the Antique court knew. To the court, there must be something about doubt that reason finds credible, too credible.

The Javier family and the Antique folk have understandably reacted with shock and anger at the decision. Particularly for those who witnessed Javier being mercilessly gunned down and his friends shot at and wounded in broad daylight right at the provincial capitol grounds, the decision must have looked like another ambush, another naked exercise in state violence and terrorism.

But this time the state violence has been perpetrated by the justice system. The judiciary may protest that it is independent of the executive and the legislature, which are otherwise vested with the state powers of force and compulsion, and thus, it does not have the instruments of aggression. But in rendering an incomprehensible decision that lets off the hook somebody who appears for all intents and purposes—and all rigor of logic—as the mastermind, the judiciary has melded with the state and employed the instrument of justice to deny justice, nay, even slay justice.

Without justice

AN INSTRUCTION on the judiciary's tendency to connive with state violence, wittingly or unwittingly, is the murder of Arbet Sta. Ana-Yongco, the lawyer privately prosecuting the case against cult leader Ruben Ecleo for the murder of his wife, Alona Bacolod-Ecleo. Yongco's death—so dastardly, so needless—seems destined to follow the trail of unsolved murders in connection with Ecleo, who seems to enjoy the benefit of the doubt as far as the judiciary is concerned.

When his wife's body was found in Dalaguete, Cebu, circumstances pointed to Ecleo, who hadn't reported that his wife was missing. You would think that the law would run after Ecleo, but no, he was only arrested and arraigned after the media exposed the reluctance of authorities to indict him. And he was captured not before members of his cult had killed several arresting officers.

In jail, Ecleo received special treatment from his jailers; he was even allowed to co-habit with his girlfriend. Meanwhile, a cult member massacred the entire family of his murdered spouse. Even then, the court released Ecleo for "humanitarian" reasons.

When a cult member confessed to having killed Bacolod-Ecleo, the judge was quick to accept the uncorroborated confession. Even suspiciously, it was discovered that the judge had rendered the decision right after he had been relieved by the Supreme Court for rendering questionable decisions before.

From the looks of it, the Bacolod-Ecleo case has been botched many times over, rendering remote that justice would ever be served any time soon. It seems fated to go the way of the Javier case, which was 18 years in the making.

If one considers that it took nearly 10 years for the Javier case to reach the first phase—the arraignment of the suspects—simply because Pacificador had done a Houdini, and that it took nearly another 10 years for the regional trial court to rule, then, indeed, justice is excruciatingly slow in the Philippines. It takes nearly a generation for a court to make a first determination, and by then, the next generation might have no memory regarding what the fuss was all about in the first place.

Historical memory is such a pitiful commodity in the Philippines; it is as scarce and pitiful as justice. In a way, the Javier case shows that memory and justice are inextricably linked. Without justice, there would be no memory; and without memory, there would be no drive for justice. The Philippines seems fated to go both ways—without memory, without justice.



RP medical profession in crisis

As I See It



Neal H. Cruz

IN THE OLD days, churches were the sanctuary of people trying to escape arrest by the men of feudal lords. Now hospitals have replaced churches as the refuge of people trying to escape the long arm of the law. Whether the person is trying to stay out of prison, like convicted rapist Romeo Jalosjos, or a general trying to dodge questions regarding his wealth, like Maj. Gen. Carlos F. Garcia, they pretend to be so sick they need to be confined in a hospital. And law enforcement authorities are often only too willing to accept the word of their doctors who, for their part, only too willing to lend the weight of their reputations to convince the authorities that their patients indeed need to stay in the hospital.

And so, if Mohammed cannot go to the mountain, the mountain will go to him. Members of Congress are going to the University of Sto. Tomas Hospital to question Garcia instead of forcing him to go to them. Authorities respect the expert opinion of physicians so much that many scoundrels stay out of jail for long periods on the say-so of their doctors.

How dangerous is sleep apnea to the life of Garcia if he goes to Congress to answer questions? Sleep apnea is a condition where the patient sometimes stops breathing while asleep. But the general is not going to sleep in Congress. On the contrary, he would have to stay wide awake and on his toes as the legislators pepper him with questions.

On second thought, his doctor also said the general has arrhythmia, an irregular heartbeat which can trigger a heart attack when he is under stress. But this can easily be verified with an electrocardiogram that can be done in minutes by any cardiologist. So it wouldn't be difficult to determine whether Garcia is really in a life-threatening situation or just malingering.

In view of the penchant of some scoundrels to use hospitals as a refuge, Congress and the Philippine Medical Association should formulate rules to regulate this practice.

Speaking of doctors, members of the Philippine College of Physicians signed last

Tuesday a covenant pledging (1) "to practice

and be based in the Philippines for the next three years" and (2) "to spend a portion of their time for charity work... at least one day in a month for charity, or to give free consultations for their poor patients." The PCP has 6,000 doctor-members and 11 chapters nationwide, and is the umbrella organization of 13 component and affiliate societies.

The PCP leadership was prompted to ask its members to sign the covenant because of the exodus of doctors because of better opportunities abroad. In fact, several hospitals in Mindanao and Negros Oriental face closure due to lack of doctors and nurses.

Not only that, full-fledged doctors are going back to school to become nurses because there is a big demand for nurses abroad. A PCP flyer said that in 2002, 2,000 doctors enrolled to become nurses and in 2003, this increased to 3,000. This year, an estimated 4,000 doctors will shift to nursing. Medicine has now ironically become a pre-nursing course.

The reason for all these? The low morale and low income here of doctors, especially the younger ones. Ironically, it is the young doctors who know the latest cures and techniques that they learned abroad. These doctors leave their flourishing practices in hospitals abroad to come home and serve their countrymen only to be disappointed.

Sad to say, media contribute to the poor image of the medical profession and therefore to the low morale and exodus of doctors. For it sometimes unfairly portray doctors as greedy and incompetent. How often do we see patients denouncing in media doctors and hospitals for making them wait,

giving them the runaround, not giving them prompt medical attention, not realizing that the overworked doctors are attending to many other patients and giving the more seriously sick ones priority?

Add to this the Medical Malpractice Bill and the Patients' Rights Bill now pending in Congress which will make medical practice here more hazardous and expensive for doctors. Physicians will have to buy malpractice insurance to protect themselves from ambulance-chasers. If they have to do that, doctors say, they might as well practice in the United States. Doctors there all have malpractice insurance but at least they earn more than the doctors here. Add to that the fact that Filipinos are a litigious lot and that we have an excess of lawyers willing to chase ambulances. And that we have legislators who are all too ready to espouse populist but wrong causes because it would win them votes.

The truth is that all hospitals, big and small, have charity wards that attend to the poor and that many doctors give free services to poor patients, go on medical missions in the provinces and even look for funds and dig into their own pockets to save patients' lives. This happens often in many hospitals, but they hardly get reported by media. What gets reported are often the non-paying relatives of patients complaining because they were not given attention by the overworked doctors fast enough.

Doctors risk their lives every day caring for high-risk patients, such as those with drug-resistant tuberculosis, AIDS, hepatitis, etc. Sometime ago, the young doctor-daughter of cartoonist Larry Alcala was bitten by a patient who had the virulent fulminant hepatitis. She got infected and almost died, hovering between life and death for weeks at the intensive care unit of the Makati Medical Center.

Yet many doctors will continue caring for their countrymen in times of crises and calamities and, as the PCP covenant shows, they will stick it out in the Philippines in good times and bad.

Do not 'misunderestimate' George W. Bush

PASSION FOR REASON

Raul C. Pangalangan



and politically discredited, if in doing so you antagonize the world and produce an unending supply of anti-American zealots? Karl Marx said capitalism breeds its own gravediggers. Well, terrorists feed upon the steady diet of humiliation and pain that foreign military occupation brings in its wake, and uses it to win over the principled and idealist youth.

Bush criticizes Kerry's suggestion that America's anti-terrorist campaign meet "a global test," saying that is an abdication of American power. Kerry says that his goal is an America that is "stronger at home and respected once again in the world." It is Bush's emphasis on power, and Kerry's on respect and legitimacy, that draw the clearest line between the two. Perhaps the need to win hearts and minds is a lesson painfully learned by Kerry as a soldier in Vietnam, that Bush couldn't have learned as an absentee aviator in the National Guard.

Perhaps, too, that might be the secret Bush's allure to Filipinos: the sheer power of braggadocio that preys upon the weak and insecure, which makes him no different from petty thugs who enlist as allies those who realize that it is safer to be the bully rather than the bullied.

Bush would have one almost deadly flaw had he been running in the Philippines because we would focus typically not on policy but on character. Bush is running as the "war president," yet when called upon to serve his country in the Vietnam War, he avoided Vietnam (and has never claimed that he was a conscientious objector) by pulling strings to find a place in the National Guard, and apparently never truly completed his Guardsman's service. Contrast that with Kerry, decorated war

hero, wounded in battle, who led the Vietnam veterans later in opposing that war.

The Filipino voter will also look askance at Bush's tax rebate that, by most accounts, benefited America's wealthiest families, and at his vice-presidential candidate Dick Cheney, who is linked to Halliburton, one of the contractors most profited by the Iraq invasion.

Filipinos must listen because all these affect us right where it matters, in local jobs that pay well. The last two debates focused on US domestic policy and the rise of unemployment under Bush, and the culprit is the "outsourcing" of jobs, when company after company has shut down in the United States to relocate overseas where the cost of labor is cheaper.

In Pinoy-speak, that means the flourishing local business of call centers and allied information technology-based services, and more generally, in sub-contracting manufacturing work to Third World sweatshops. Some think we can underbid India for call centers, or China for garments. It is better for us to start searching for our unique advantage, be it our more malleable accents (for call centers), or the artistry in our cultural heritage (for garments), or the sheer drive and exuberance that only a licentious democracy like ours can foster (for everything else).

We may think that this is all so distant for us to worry. Remember that the recent spike in demand for Filipino nurses in the United States was fueled largely by the decline in nursing school applications. Interestingly enough, a study has shown that this was brought about by the rise of the women's equality movement. Whereas before, a bright young girl who wanted to become a registered nurse, today, she would want to become a doctor herself.

For those who think that debates about war, comparative advantage and gender are too well, philosophical, think again. Finding the right theory could very well be the most practical thing we could ever do.

Comments to raul.pangalangan@up.edu.ph

The death of the newsboy

ANALYSIS

Amando Doronila



CULATION formula based on screaming headlines. Oftentimes, newspaper proprietors and editors have been confronted in their annual strategy workshops by problems arising from distortions in the presentation of news caused by the need to have compelling headlines that sell the paper. The dilemma they face is that if the headlines are not grabbing, the paper becomes boring and the average man in the street does not buy it. So, editors are forced to drive their staff to produce "scoops" that put the paper ahead of its rival in publishing fresh news—albeit only snippets of "breaking news"—often at the expense of accuracy and having a comprehensive story.

In an environment driven by scoops, editors and reporters are hostages to the habit they have fostered on their readers who have become addicted to a steady diet of scoops and screaming headlines whose life support system depends on the newsboy circulation chain.

As metropolitan centers developed into one-paper cities over the past half-century, modern papers have discarded newsboys and replaced them with more stable distribution points, i.e., fixed and licensed newspaper agents. Newspaper proprietors and editors have found out that paid and home-delivered subscription assures a stable circulation, not hostage to the thrill-seeking instincts of the public.

Newspapers can no longer build up circulation on compelling headlines. They are not only competing among themselves, but they face even tougher competition on breaking the news from

their worst nemesis, TV news, and more recently text messages. To avoid extinction, newspapers have to relocate fast their distribution chain from the newsboy circuit.

TV and "texted" information are not the most accurate and reliable news medium. TV draws much of their news from the newspaper (often without acknowledgment), but it breaks the news ahead of its sources. Text news is not only inaccurate much of the time, it is also dangerous. Cell phones are efficient conduits of false and even malicious information.

TV gets the news ahead. But TV news is hard, and takes time to verify. But TV cannot replace the newspaper as confirmatory material. True, TV has grabbed a large slice of the advertising market and revenue and reduced the share of newspapers in ad revenue. But newspapers need not compete with TV on the latter's own terms. Newspapers explain the news and give it context, which TV can't do.

Newspapers have earlier recognized the threat to their life posed by TV and have shifted the base of their circulation away from the volatile streets.

There has been a lot of debate within media about the future of the newspaper, and there has been a lot of apocalyptic predictions about the banishment of the newspaper to the Jurassic age. During the barbarian invasions of Europe in the Middle Ages, it was feared that the printed word would not survive the sweep of the hordes. But the word was kept by the monks. Now TV is the new scourge threatening the extinction of enduring information on the saga of the human race.

But you can't write the history of mankind on TV footage, you can't build a memory on its ephemeral material, and you can't write literature on the TV screen.

There's too much alarmist predictions on the future of newspapers. What should alarm us more is the kind of information we are drawing from TV for guidance in mapping our way through complex events. The big egos of TV are not our best hope for illumination.

Medical tourism?

"HOSPITAL sets sights on Manila," read the headline.

I wouldn't have given the article too much attention except that it appeared in *The Nation*, an English daily newspaper in Bangkok. The article, which came out last week, disclosed that Bumrungrad, one of the largest hospitals in Thailand, was planning to invest some \$9.2 million in Asian Hospital Inc. in Alabang, representing a 40 percent stake in the Filipino hospital.

Because of frequent trips to Thailand, the name Bumrungrad was familiar. I knew it was a major player in Thai medical tourism, offering all kinds of medical packages for foreigners. Could Bumrungrad's move with the Asian Hospital be part of an expansion of its medical tourism package in the Southeast Asian region?

What does this mean for the Philippines' own plans for medical tourism? Maybe even more crucially, do we want to compete for this emerging niche in the global market?

Executive health packages

Let's look first at what medical tourism is all about.

Until fairly recently, people looked at Third World countries and its hospitals as inferior imitations of those in developed countries. Western expatriates as well as wealthier Third World "natives" would fly to the United States for something as simple as an executive check-up, having very little trust in local hospitals or doctors.

In the last 30 years or so, the costs of health care have soared in developed countries, especially the United States, Americans and, to some extent, the British, Canadians, Australians began to look for ways to reduce these expenses. Certain services and procedures in American hospitals are now being contracted out to Third World countries, from transcriptions of medical records to the reading of X-rays.

With medical tourism, the patient is literally "outsourced"—packed off and sent to countries like Thailand on executive packages that offer, besides the medical services, all kinds of services. Bumrungrad's website offers perks like "roundtrip airport transport, welcome massage, cell phone, ½ day Bangkok orientation tour, 2 round trips to hospital with hospital outpatient registration and process orientation plus 24-7 assistance for your entire stay in Thailand."

The Bumrungrad website lists rates for some medical services. Need a coronary angiogram? That's about \$3,000, including two nights in a single room. An elective Caesarean section? That's about \$1,000, including four nights in a single room. Breast augmentation with smooth saline implant costs about \$2,000, including one night in a single room.

Plastic surgery is actually quite big in Thailand. When you land in Bangkok's airport, the free maps carry many ads of clinics offering these procedures. One map I got, for example, had an ad from Bangkok Hospital offering breast implants, abdominoplasty (tummy tucks), liposuction, face lift, double eyelid surgery, nose implant, laser skin resurfacing and... sex reassignment surgery.

These rates are very low compared to what you'd pay in the United States, Europe or Australia. As Bumrungrad's hard sell goes, the savings from one root canal performed in Thailand actually gives you extra money for a luxury vacation. Their website has this blurb that pretty much summarizes the business of medical tourism: "We can schedule shopping excursions, river tours, ancient site tours, trips to nearby beaches ... all around your medical appointment schedule."

Faith healers

The Philippines probably beat other countries to this idea of medical tourism bit many years ago. I recall how in the 1970s, faith healers like Tony Agpaoa were already offering tour packages for people coming in from Europe and Japan who wanted the faith healers' services. Agpaoa even had his own little hotel in Baguio so patients didn't have to look for their own accommodations. The faith healing packages eventually went into decline, and last I heard, it was our faith healers who were going to Eastern European countries to do their road-show healing.

Earlier this year, then Tourism Secretary Roberto Pagdanganan announced that the Department of Tourism was teaming up with the Department of Health, specifically the Philippine Institute of Traditional and Alternative Health Care, to promote medical tourism. At that time, he said only St. Luke's had been accredited for their program but Asian Hospital, Capitol Medical Center and Medical City had also applied.

So, do we want to pursue this medical tourism track?

I think there's potential here. Some of our hospitals, and health professionals, can match those in the United States; after all, we've been exporting our doctors and nurses there for 50 years now. Our medical and nursing curricula are certainly tougher than many of our neighbors' in Southeast Asia. Who knows, maybe medical tourism can convince a few more Filipino health professionals to stay rather than migrate.

On the "tourism" side, we do have a long way to go. It's hard to compete with our neighboring countries' tourist attractions, given their edge of a few hundred years with temples and palaces. On the other hand, we do have lots of untapped potential, with our nature spots and, of course, we do have an edge in terms of greater fluency in English which is so important for a service industry of this type.

Reservations

I do have my reservations about medical tourism. My main concern is that it might distort our priorities. Just look at our flight attendants and the way they smile and kowtow to foreign flyers, constantly asking them if they need anything. Compare that to the scowl that greets you, a mere fellow Filipino, if you have the temerity to ask for water. Bring that kind of discrimination into our entire health care system, and you can imagine what could happen.

I worry, too, about the bandwagon effect of every hospital trying to get into the act. If quality is not maintained, our medical tourism program could be shot down even before it takes off. All you need is a few well-publicized complaints of botched medical procedures from the visitors and we're finished.

Remember, too, there's the "tourism" angle to this. A foreign patient may be totally pleased with the medical services, but if he or she is mugged while out on a shopping trip or overcharged at some tourist trap, then they're likely to discourage friends from coming here.

We should be realistic though. Medical tourism isn't going to bring in huge revenues. Neither will it save our health care system from its present dismal state. But if we get our priorities right, medical tourism could help somewhat to serve the needs of Filipinos, with revenues derived from it going back into improving equipment and services and, in a sense, subsidizing costs for indigent patients.

That Greenhills tempest

AT LARGE

Rina Jimenez-David



their daily prayer obligations (five times a day, if I'm not mistaken) in peace and quiet.

Previously, Muslims doing business in Greenhills, most of them manning stalls in the hugely popular *tiangge* or flea market, only had a portion of a busy alleyway between Unimart and Virra Mall where they could gather and pray, subject to the noise and disruption of shoppers and passersby. This is why the GSC management saw nothing wrong in designating an area for them to say their prayers in a parking building already being planned anyway.

Last July, officers of Ortigas and Co. were invited by the Federation of Greenhills Associations of San Juan led by Preciosa Soliven, who owns a Montessori School which borders the GSC, to address some issues. At that meeting, Soliven allegedly called the company officers "greedy" and "without intelligence," while at the same time appealing to their goodwill and asking them to donate part of their property along Annapolis and Missouri Streets (where Soliven's school happens to stand) to the municipality "so that additional road and parking spaces can be created for the benefit of the businesses and residents outside of GSC." The officers replied that there were indeed plans to create more parking slots over the drainage canal, to start next year.

THEN the homeowners' representatives inquired about the company's plan to construct a "mosque" in the GSC. Despite the Ortigas representatives' clarification that what they planned was a "prayer room" and not a mosque, the homeowners said they were afraid even just a reserved prayer area would create "another

Quiapo" in the rarefied precincts of Greenhills.

Unfortunately, some days later, a reporter for another paper wrote a story about the company's plan to build an "P8-million mosque" in GSC, and despite the developer's continued denial of such a plan, the Greenhills homeowners' associations stepped up their campaign against the "mosque," writing to the Ortigases' business partners, to San Juan Mayor JV Ejercito, and even to local Catholic Church leaders, all in an effort to rally support behind their campaign against the "mosque."

Not being a Greenhills resident myself, though I am a frequent shopper there, I really wouldn't know if the residents have good reason to fear for their safety in what seems to be, in their minds, a threatened "Muslim invasion." But what dismays and angers me—as a Filipino—is that their attacks against the supposed "mosque" are taking on an increasingly bigoted and racist tone. Racist? Yes, since their prejudice against Filipino Muslims seems based mainly on the ethnicity of Muslim communities and "profiling" of their behavior.

THE ANTI-MUSLIMS of Greenhills would be the first to protest, I am sure, against any form of "racial profiling" of Filipinos by other governments, which single us out on suspicion of carrying fake documents, smuggling in chicharon, mangoes, pirated DVDs and other contraband, or having links to al-Qaida, Jeamaah Islamiyah or the Abu Sayyaf.

So why are they imposing their own narrow, unfounded fears and biases on their brother and sister Filipinos who just happen to be Muslim?

A friend of mine raises an important issue in that Ms Soliven, the ringleader of the Greenhills lynch mob, also happens to be the chair of the Philippine Commission of Unesco, a United Nations body that was founded to promote international solidarity and tolerance for diversity by preserving the cultural heritage of nations. Does she have any business continuing to represent Unesco here and abroad when, in her capacity as a leader in her neighborhood, she is the first to champion bigotry and narrow-mindedness?

Sound advice

LOOKING BACK

Ambeth R. Ocampo



ably drafted by Interior Secretary Severino de las Alas, calling the ideas in an article by Paralitico "anti-patriotic." Worse, the article suggested that the government was not united and could affirm what the Americans were saying: that Filipinos were unfit to govern themselves.

Aguinaldo's letter went on to warn: "I hereby direct that the editor of La Independencia, whose talent and patriotism are well known to us, be ordered after today not to publish any article by any writer which could more or less prejudice the cause we defend, he being excused for this time,

but hereafter in the event that he incurs faults of this character, the proper correctional measures shall be adopted with regard to him."

Mabini said that Congress, which was then in session in Tarlac, did not truly represent the people because the war made elections impossible, and so the resolutions passed did not reflect the popular sentiment. In reforming the judicial system, Congress disposed of all Spanish systems (both the good and the bad) resulting in chaos and slowed down the already slow delivery of justice. Mabini felt that good and working parts of the Spanish justice system in the Philippines should be maintained and further improved. Then he explained the need for a dictatorial government during a crisis, going as far as to say, "Drown the Constitution and save the principles."

Contrary to popular belief, Mabini was against the Malolos Constitution and the Malolos Congress, insisting that the times needed a strong

president, a dictator who could move the struggle forward. Congress was necessary in stable and peaceful times but an impediment during war:

"It was necessary for the members of the first Congress to demonstrate to the world the capacity of the Filipino people to govern themselves, and for this purpose they copied the Constitution of the French Republic and that of some South American Republics. For what reason was there imported into a country disturbed or threatened by a revolution the Constitution adopted by another nation in time of peace for the purpose of securing the greatest development of its civil life? Why did they not copy the Constitution adopted by the French Revolution or by the North American one or by any other nation which fought for its independence? At least logic and common sense would so counsel."

We all know that common sense is not common. Aguinaldo censored La Independencia without reading the article. He told Teodoro Sandico on Aug. 2, 1899: "I have just heard rumors that there is an article published by Sr. Mabini in La Independencia entitled 'Something for Congress' in which said body was severely criticized; and, that such an article should not have been published because it disgraces our people and is a charge against them, seeming to confirm our lack of union. I do not know much about it as I have not yet read it and even though I should have done so, I would not thoroughly understand it, (because) as you know, I scarcely understand the Spanish language. According to what I hear, the article mentioned is signed with the name of Paralitico."

When you go through the primary sources on the foundations of the nation, we see division rather than unity. Mabini provided sound advice, and that's why he wasn't popular and was forced to leave the government service.

Comments are welcome at aocampo@ateneo.edu

Medical tourism?

PINOY KASI



Michael L. Tan

The INQUIRER is a member of the

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Symbol of gov't neglect

A PHOTO of a tattered Philippine flag flaps in the wind at the foot of the C-5 flyover. (PDI, 9/22/04)

Is this any way to treat the symbol of national pride and dignity? It exemplified government (local and national) neglect and showed disrespect for our national symbol.

It must have been placed there either for the ribbon-cutting ceremony marking the formal opening of the C-5 flyover, or on the first

Independence Day celebration following its completion.

Congress should strengthen the law regulating the display of our flag. If the flag is no longer fit for display, it should be destroyed in a dignified way.

In the United States, the national flag is displayed 24 hours a day at the Capitol and the White House in Washington, D.C., and at Fort McHenry National Monument in Baltimore, where it inspired Francis Scott



Key to write "The Star Spangled Banner," as well as at all US customs port of entry. In other US government and offices, flags are displayed from sunrise to sunset.

—ELIGIO M. PASTORIN,
92 Paraiso St.,
Parang, Marikina City

Water coupons next?

THE LAST paragraph in Ceres Doyo's column in the Oct. 7 issue of the INQUIRER stated that "Hunger is not a game, but sadly, it has been the outcome of power games." This statement brought to mind a long-running concern of the officers of San Jose Village, Alabang—our water crisis here. This is a problem we have been discussing for almost two decades because:

1. The government (national and local) has always been remiss in providing for the common good

of the people.

2. The subdivision developer failed to provide an adequate water system. Lot owners have to provide for their needs by digging wells or buying from outside sources.

3. Giant subdivisions were given special privilege to have access to the water source (Laguna de Bay) to the detriment of those living near the bay.

The government has passed the buck to the water services: Maynilad (Lopez group), which

was given the franchise to serve our area, cannot have access to the water source because a competitor has the special privilege to it.

So may we paraphrase Doyo's statement so it can apply to our problem: "Thirst is not a game, but sadly, it has been the outcome of a power game." We would not be surprised if Malacañang would announce the distribution of water coupons soon.

—BIEN S. VILLAPANDO,
bsv@mmpci.com

Garchitorena's side

I WRITE in protest, in anguish and in anger over the release to media of a purported resolution of the Supreme Court. The resolution made it appear that during my time as presiding justice of the Sandiganbayan, I dipped my fingers into the treasury of the Court, and scooped up P5 million on my way out. The resolution is filled with factual errors, which make dubious the authenticity of that resolution.

For the record:

1. As early as December 2001, I had been relieved by the high court of all my administrative functions as presiding justice of the Sandiganbayan after having been tasked to dedicate myself exclusively to resolving 70 odd cases for which I was held accountable.

2. Thereafter, vouchers were approved and the checks were signed by then acting presiding justice, now Supreme Court Justice, Minita V. Chico-Nazario.

3. I had no participation in the computation of the amounts due me at retirement. Neither was I involved in the preparation of my retirement checks. The personnel section and finance division that handled these functions were then under the acting presiding justice.

4. In the computation of the amounts due me, I had precisely expressed concern to the head of the personnel section if it was correct to include the money value of my tacked-on leave credits. I was assured that it was, and that this had been the practice as to other retiring justices.

5. That the Court was not directly informed about how much I received by way of retirement benefits is correct. And this is simply because the Court as a body is not generally informed about these administrative arithmetic matters—not because these matters are secret but merely because they are handled by subordinate officials and eventually examined by the Commission on Audit (I had been told, however, by the Sandiganbayan officials that consultations had been held with Supreme Court administrative officials, for which reason certain amounts normally due to retirees had been withheld from me pending clarification with the proper authorities).

6. My application for retirement (already approved by the Court) contained the computation of all my leave credits tacked on to my period of actual service. The Court was aware of this from the very start. That the Court did not know about this is another indication that the resolution released to media was spurious.

I have spent over 17 years in government and in all that time not a centavo was misspent, whether on luxuries or otherwise, whether on cars or on perquisites not provided for by law. I have always felt, as I still do to this day, that government money is nobody's playing. I cannot now be accused of scooping up on my way our money that nobody told me I was entitled to.

Nobody in this God's earth can say otherwise without challenge from me—even on a spurious release.

—FRANCIS E. GARCHITORENA,
75 Panay Ave., Paligsahan,
Quezon City

Harnessing solar energy can ease power problem

HOW STRANGE it is to travel in Sweden and see most houses fitted with solar systems. Yet here, where the sun shines 365 days a year, a source of non-polluting, free-for-the-taking energy is blithely ignored.

Why? If 10 years ago the Department of Energy had insisted that all new housing units be fitted with solar heating, our power problems would be much less.

Solar can provide at least constant hot water, three to four lights and two fans. So, brownouts are no longer such a headache. Quantity installations would sharply reduce the unit costs and many banks would be willing to finance the installation costs.

—H.G. DOUGLAS MCLAREN,
Box 2303 Makati City

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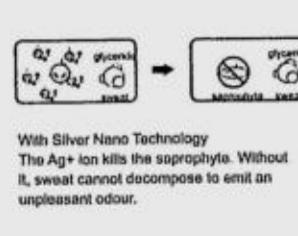
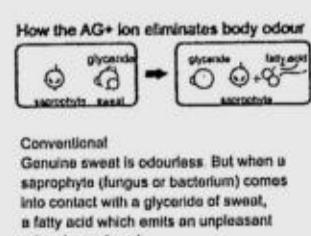
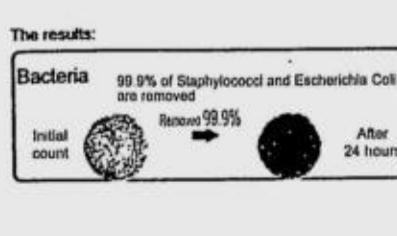
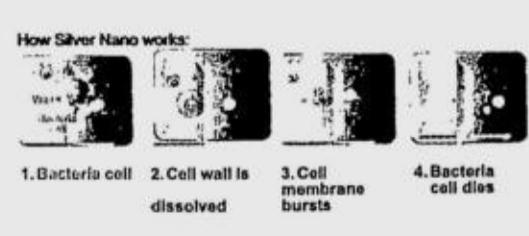
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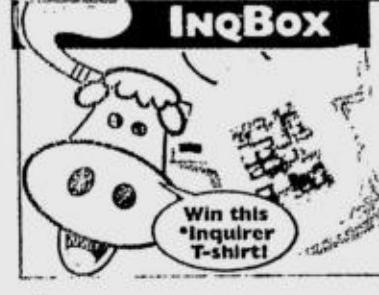
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Question of the Week

What should be done to the high-ranking AFP officials who are suspected of amassing millions of pesos in ill-gotten wealth?

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US envoy says Mindanao peace just around corner



TROY MALCOLM/PDI MINDANAO BUREAU

RICCIARDONE holds an umbrella as he and Andrew Natsios, USAID administrator, attend a meeting in a village in Zamboanga City. The US ambassador expressed optimism on peace talks between the Philippine government and Muslim guerrillas.

Convicts in Javier slay case to appeal decision

By Nestor Burgos Jr.
PDI Visayas Bureau

SAN JOSE, Antique — The lawyer of former Assemblyman Arturo Pacificador and six men who were convicted of the murder of former Gov. Evelio Javier will appeal the ruling of the Antique Regional Trial Court before the Court of Appeals.

Lawyer Avelino Javellana said they would file separate notices of appeal before the RTC Branch 12 within the 15-day period that they are allowed to question the court ruling.

He said the court erred in believing the testimony of prosecution witness Oscar Tiauson, which he said, was "full of inconsistencies that were demolished during the cross-examination."

Cult says suspect not member

BUTUAN CITY—The Philippine Benevolent Missionary Association (PBMA) said the suspect in the killing of Cebu lawyer Arbet Sta. Ana Yongco is not a member of the group. "The allegations are pure speculations," Elvise de la Merced, secretary general of Dinagat Island-based PBMA, said.

Speaking over mobile phone from Surigao City, De la Merced said efforts to link Pavilla to their group were unfounded and malicious.

"We have no member named Michael Pavilla, and the group PBMA Commando Brotherhood is nonexistent," he said.

Pavilla alleged member of the PBMA Commando Brotherhood, was identified as the killer of Yongco. Franklin Caliguid, PDI Mindanao Bureau

ZAMBOANGA CITY—US Ambassador to the Philippines Francis Ricciardone yesterday said there is brighter hope for peace in Mindanao this time.

Ricciardone, who visited some parts of Western Mindanao Wednesday, said high hopes for peace in Mindanao were largely due to the mutual stand of the government and the Moro Islamic Liberation Front (MILF) for a peaceful settlement to the Moro rebellion.

He said this desire is also being reinforced by the coming in of international monitors that would ensure both sides comply with agreements on cessation of hostilities.

"The parties are taking the lead here, the Philippine government, the MILF and the Malaysian government. The International Monitoring Team (IMT) is doing a great work, and we (US) are sitting on a respectful distance, wishing them success," Ricciardone told the INQUIRER.

He said the United States remains confident about the peace process being brokered by Kuala Lumpur and that his government would help in anyway it could.

No interference

But Ricciardone immediately clarified that the US would not interfere in the peace process.

"If they want us in here and there, we are not going to get in their way or get up front," he said.

Peace negotiations between Manila and the rebel group would resume after the Muslim fasting month of Ramadan according to officials from both sides.

The country's Muslim religious authorities on Wednesday night declared the start today of the fasting month of Ramadan, the ninth of the 12-month lunar Islamic Calendar.

The Dahrul Ifta (House of Opinion) said in a press statement that it has designated lunar observer teams in Maguindanao, the two Lanao provinces, Pagadian City, Tawi-Tawi, in the Visayas and in Manila, but they failed to sight the new moon owing to cloudy skies.

Ustadz Omar Pasigan, the 73-year-old mufti-based here, said had the moon been sighted on the 29th Sa'ban (Oct. 13), then

Tiauson had testified that he saw Javeliana arrive in the rest house of Pacificador in Taringting in Barangay Funda Dalipe in the capital town of San Jose with a sack of high-powered firearms that were used in killing Javier. He also testified that he saw Javellana preside over a meeting of the alleged gunmen.

Ramon Salvani, counsel of the six others, said the conviction of his clients was based on inconsistent statements of prosecution witnesses.

In a 113-page decision promulgated on Oct. 12, Judge Rudy Castrojas convicted ex-Constable John Paloy, Vicente Vegafraria, Ramon Hortillano, Henry Salaver, Eleazar Idemene and Rolando Bernardino and Henry Seguerra of Javier's murder.

For the full story, see page 1.

For the full story, see page

Erap to be grilled by Grade 6 student

From page A1

has been allowed by the Sandiganbayan to interview school dropout Joseph Estrada this Saturday.

Question No. 1, for example, goes: "What is your real name?"

And question No. 19 asks: "Did you have crushes then (Estrada's elementary grades)?"

Estrada, who was born Joseph

Marcelo Ejercito, dropped out from the Mapua Institute of Technology where he was taking an engineering course.

Estrada's interrogator will be Keeshia Rose D. Wee Eng who wrote the Sandiganbayan Special Division Chair Edilberto Sandoval a letter on Sept. 23 asking for a 20-minute interview.

Sandoval and Associate Justices Teresita Leonardo de Castro and Francisco H. Villaruz Jr. approved the re-

quest. Wee Eng will interview Estrada at 10 a.m. tomorrow in Estrada's 15-hectare estate at Tanay, Rizal.

Told about some of the questions, including the one on childhood crushes, Estrada admitted that he had "none yet" in his elementary years.

Estrada, speaking through spokesperson Didagen Dilangalan, said he was not a fully grown man then.

"I was yet uncircumcised," he said,

adding that he started having crushes only in high school.

All special in God's eyes

In her letter, Wee Eng said she needed to make the interview in order to submit a "report" to her teacher.

"He was once our President and I want to know him more as a person because we are all special in God's eyes.

Ex-President Estrada is also a person

who is very special in the eyes of God and some of his countrymen," she said in her letter.

Other questions in the little girl's 20-ques-

tion list submitted to the Sandiganbayan are:

- What was your main goal as President?

- What was your routine schedule?

- How much time did you spend at work?

With family?

- What was the most memorable exper-

- ience you had as President? Good memories?

- Can you still remember your elementary teachers?

- Who were the people that made an im-

- pact in your life?

Fall of Camp Abubakar

Estrada said the best memory of his presidency happened when he learned that the military had captured the headquarters of the Moro Islamic Liberation Camp (Abubakar) in Maguindanao and the Abu Sayyaf Camp in Basilan.

"It was a sight to see their flag going down and ours going up and realizing that I just prevented the dismemberment of the country," he said of the successful retaking of the MILF camps.

In allowing Estrada to be detained in his rest house while facing plunder and perjury charges, the Sandiganbayan had banned all media interviews that tend to influence the decision of the court (sub-judge) and "statements which tend to destroy confidence in our justice system."

In their Oct. 1 ruling, which was released to the press only yesterday, the court again reminded Wee Eng that these conditions be observed, lest Wee Eng suffer the "forfeiture of her future privilege to interview the former President."

Ferdie Ramos, Estrada's media coordinator, believes Estrada is going to pass the interview with flying colors.

Answers

Estrada said he read a lot about "current events" and heroes in his elementary years. His heroes included US Presidents Franklin Delano Roosevelt, Abraham Lincoln, and later US President Ronald Reagan.

He also liked to read about Senators Claro M. Recto, Lorenzo Tanada, Benigno "Ninoy" Aquino and former President Marcos, "especially when he defended himself in court for murder charges."

"Later, I read a lot about African leader Nelson Mandela. That is why I'm not discouraged by the fact that I am in jail. Many great presidents have been incarcerated, but were later vindicated. That's why I'm keeping myself fit," said the deposed President who's now into planting vegetables.

RP 'Shoe City' ...

From page A1

The city won the awards for submitting projects it has implemented or proposed on the environment, disaster management and diet. These are the Healthy Environment for Children, Disaster Coordinating Council-Marikina Experience, and the Reducing the Fat of the Land Proposal.

Cash prizes, study grant

The city received cash prizes and a grant to visit and study the healthy lifestyle and diet of the Japanese city of Ichikawa.

Mayor Marides Lourdes Fernando was "surprised" when Marikina City was called to receive the first of the three awards. She was even more astonished upon learning the city won three of the five awards handed out during the ceremony.

"I was very surprised," she said over the phone. "I did not expect to win three awards. There were only five (awards) and we got three," she said.

The mayor arrived from Malaysia yesterday. Other city health officers stayed behind for the conference.

Where in the world

"It means a lot. It is recognition of the city's efforts to improve the environment of the citizens in all its aspects," she said.

The mayor narrated that when she stood up to receive the first award, people were asking where in the world is Marikina City.

Some 400 city mayors, vice mayors, councilors, academicians, state agency officials, non-government organization workers and health advocates attended the awarding ceremony.

"Then when Marikina was called three times, everybody was already saying, 'We want to go to Marikina,'" the mayor quoted those who greeted her as saying.

"Many there do not know where or what Marikina City is. They are curious to find out where our city is," she said.

The Healthy City Awards was organized to highlight the efforts made by cities at improving the environment. It looks at the significant changes or progress made over the months.

The awards the city garnered mean that Marikina is making great strides towards making the city more livable for its residents. The Fernandos are largely credited for turning the former "rape capital" into a sparkling and vibrant city.

"If WHO is just looking for the healthiest city, I think the awards should go to Singapore. But what WHO is really looking for are the improvements that have taken place," the mayor said.

Singapore as inspiration

Marikina City has always looked toward Singapore for inspiration.

The mayor said the awards not only cover health in the sense of absence of sickness. It also looks at how clean the air is, how economically healthy a city is, and how mentally healthy its residents are. Luigi A del Puerto



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The Holiday Season gets an early start this year at Abenson. Starting October 1, 2004, Abenson has lined-up numerous promotions and offerings suited for both companies looking for corporate giveaways or families updating their appliances for the home. This Holiday has become a perfect time for customers to switch to new appliances whether it be a 21" TV or a new DVD player. "Knowing that our consumers have varied needs, we'd like to satisfy all these by giving them several irresistible offers on top of the usual reasons why they should shop at Abenson," says Marilette Suarez, Abenson Marketing Manager. "Abenson has always been the best place to shop. For one, we have always been all about appliances. We have quality products from the world's best brands. Aside from this, there are many more compelling reasons why you should shop at Abenson."

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Abenson makes buying appliances easy! Come to Abenson and enjoy a wide selection of items on 0% installment up to 12 months. The big screen TV, home theater or even refrigerator you've been wanting to buy is now available at no interest installment. Hurry! Visit Abenson to avail of the irresistible 0% offers!

100 DAYS OF RAFFLE PROMOTIONS

Every P 1,000 purchase entitles a customer to join the Grand Holiday Raffle where they get a chance to win a Mitsubishi Adventure or any of 100 appliances. Abenson is giving out a SONY PROJECTION TV, MAGIC SING MICROPHONE, HOME THEATER, DVD PLAYER, DIGITAL CAMERA and a lot more. These are all perfect to bring some cheer to the Holidays!

100 GIFT SUGGESTIONS AND MORE

Corporate giveaways, gifts for the family or even giveaways to friends are all covered at Abenson. Get a hold of Abenson's Christmas catalog to check out the best gifts this Christmas. You can get a TV for dad, a Magic Sing microphone for mom or a Playstation for your brother. We even have gift suggestions under P500.

Drop by any of over 70 Abenson stores and give the Holidays a head start!



SONY KV XR25N60
Tru Surround DVD Input
P 25,990
P 2,165.83/mo. for 12 mos.



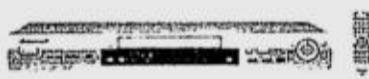
LG RP21FD30
AV Multi-System
P 9,999
P 1,666.50/mo. for 6 mos.



Panasonic TC21FJ20P
Wing Type Stereo
2 Speakers
P 10,999
P 1,833.17/mo. for 6 mos.



SONY DCR HC40S
Mini DV format, 120x digital zoom,
10x optical zoom,
Digital still camera function,
1.0 Megapixel, w/ Memory stick slot
P 49,999
P 4,166.58/mo. for 12 mos.



Pioneer DV366
DVD/VCD/CD/CD-RW Playback
P 5,990
P 499.17/mo. for 12 mos.



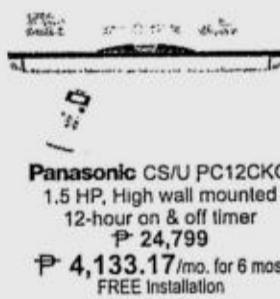
PHILIPS LX3600
3600 watts PMPO
DVD/VCD/CD/MP3 playback
DTS, Dolby Digital
Progressive Scan
P 21,990
P 1,832.50/mo. for 12 mos.



JVC MX-SK1
2,200 watts PMPO
VCD/CD playback
P 9,990
P 1,665.00/mo. for 6 mos.



JVC MX JD5
4200W PMPO
DVD/VCD/CD/MP3 playback
P 22,990
P 1,915.83/mo. for 12 mos.



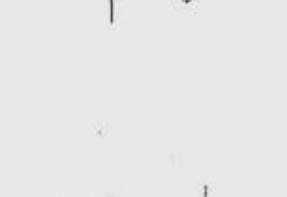
Panasonic CS/U PC12CKQ
1.5 HP, High wall mounted
12-hour on & off timer
P 24,799
P 4,133.17/mo. for 6 mos.
FREE Installation



CONDURA FCC055BP
.50 HP with
Manual rotary knobs
P 7,995
P 1,332.50/mo. for 6 mos.



Carrier WCARF010EA
1.0 HP, 9500 KJ/HR
Manual control, 10.5 EER
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P 2,324.83/mo. for 6 mos.



SHARP SJ 14T
5.0 cuft Semi Automatic Defrost
P 7,998
P 1,333.00/mo. for 6 mos.



Whirlpool WBM 35 12AM
12.0 cuft Almond color
No Frost System
P 23,950
P 3,991.67/mo. for 6 mos.



SHARP ES710PF
washer & spinner in one tub
7.0 kgs dryload, stainless tub
P 14,298
P 1,191.50/mo. for 12 mos.



GERMANIA SL530 10W
3 gas top burner
Gas thermostat oven
P 11,385
P 1,897.50/mo. for 6 mos.



LG MB3832E
7.0 cuft electronic control
P 4,950
P 825.00/mo. for 6 mos.

*Applicable on selected items on selected terms for Citibank, BPI, Equitable, HSBC, Diners, Metrobank & Standard Chartered. Subject to bank approval. Valid provided monthly bill is paid in full.

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Per DTI-NCR Permit No. 2255 Series of 2004

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Poinsettia*

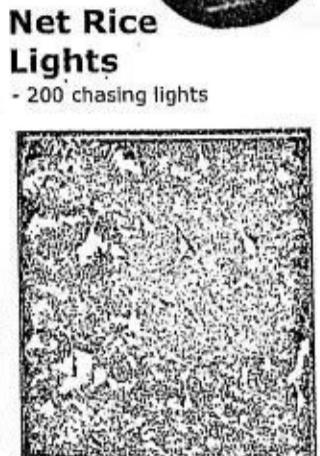
sale
P 44

Reg. P48.75

** Available in different colors.*

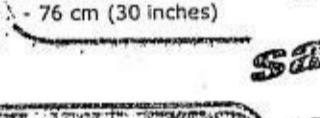
Christmas Balls*

sale
P 142⁵⁰

Reg. P178.00
70mm Box of 6
60mm Box of 12Net Rice Lights
- 200 chasing lights

sale
P 515⁷⁵

Reg. P644.50

Decorated Wreath
- 46 cm (18 inches)Decorated Swag
- 76 cm (30 inches)Slim Tree
- Trimmings not included

**1.8 m
(6 ft)** **P 3,037⁵⁰**
Reg. P3,375.00

**2.1 m
(7 ft)** **P 3,910⁵⁰**
Reg. P4,345.00

**2.4 m
(8 ft)** **P 5,128²⁵**
Reg. P5,698.00

Ribbons

sale
P 139²⁵
per roll

Reg. P174.00

Christmas Ornaments

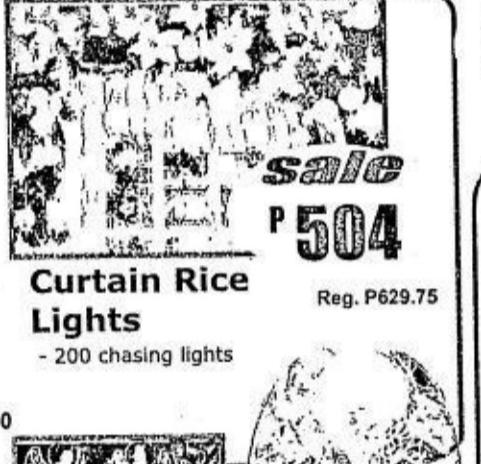


sale
P 115²⁵
per pack

Reg. P128.00



Colored Table Tree
- 61 cm (24 inches)
Reg. P178.00

- Trimmings not includedCurtain Rice Lights
- 200 chasing lights

sale
P 504

Reg. P629.75



Glass Angel
- Small (36 cm / 4 inches)
- Other sizes also
on sale

sale
P 882

Reg. P980.00



Canadian Pine Tree
- Trimmings not included
1.5 m (5 ft) **P 790⁵⁰**
Reg. P988.00
1.8 m (6 ft) **P 1,232**
Reg. P1,540.00
2.1 m (7 ft) **P 1,984**
Reg. P2,480.00
2.4 m (8 ft) **P 2,704**
Reg. P3,380.00

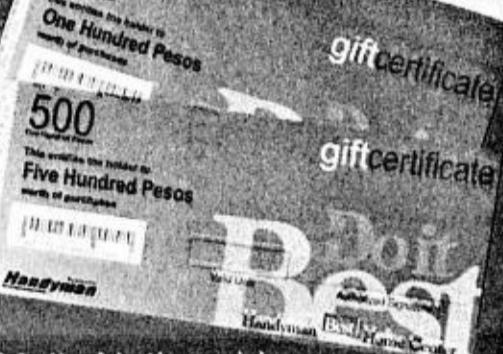


Angel Boxes
- Small (10 cm x 10 cm /
4 inches x 4 inches)
- Other sizes
also on sale

sale
P 220⁵⁰

Reg. P245.00

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Do it Best in Robinsons Galleria, Robinsons
Place Metro East, Ermita, Sta. Rosa &
Festival Mall Alabang**



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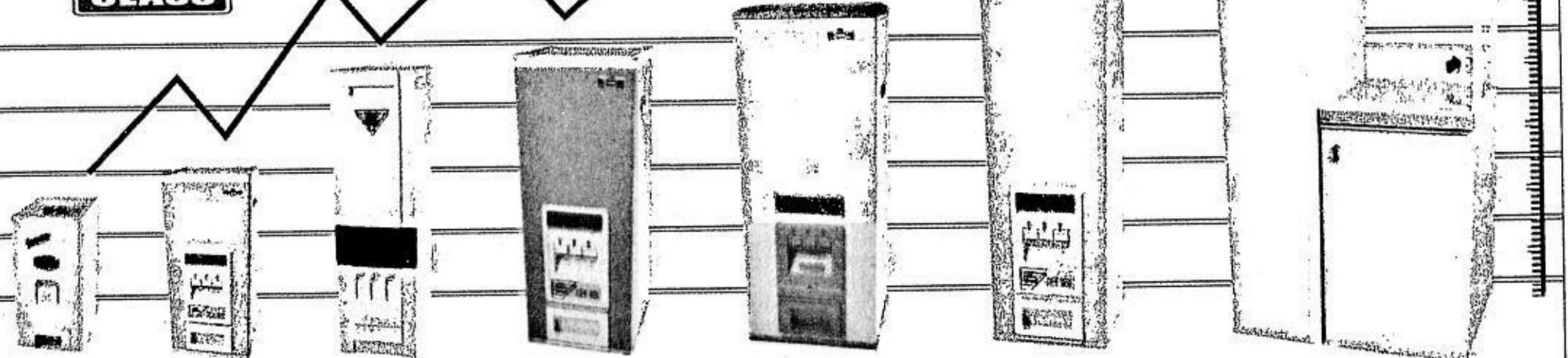
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A 10

Kerry adjudged winner in final debate with Bush

From page A1

for the American worker, and I'm going to do it in a way that is fiscally sound," Kerry said, promising to "restore the fiscal discipline we had in the 1990s."

The stakes were high for the final debate, with both candidates trying to take advantage of their last chance to reach a television audience of tens of millions before the Nov. 2 election.

Weaving in Iraq issue

And while the debate focused on domestic issues, the two rivals also took advantage of chances to weave in Iraq, repeating previous stands from the first two debates.

Kerry blamed Bush for rushing into the war and pushing away allies, and "as a result America is now bearing this extraordinary burden where we are not as safe as we ought to be."

Bush pointed with pride to the Afghan elections last weekend as evidence his policies were working. "Freedom is on the march," he said.

Kerry attacked Bush's record on health care, saying 5 million of the 45 million uninsured Americans had lost their health insurance under Bush as costs continued to rise.

Health care

"This president has turned his back on the wellness of America," Kerry said, adding the health care system in the United States was "not working for the American family and it's gotten worse under President Bush."

Bush said Kerry's health care plan, which the president claimed would cost \$1.2 trillion, was an "empty promise" and a "bait-and-switch" program that the Democratic candidate would never be able to pay for.

"A plan is not a litany of complaints and a plan is not to lay out programs that you can't pay for," Bush said, insisting Kerry's plan would limit the choices of patients.

"I believe the role of government is to stand side by side with our citizens to help them realize their dreams, not tell citizens how to live their lives," the president added.

Like Tony Soprano

Bush attacked Kerry's Senate record and accused him of supporting tax increases 98 times and voting to exceed the budget caps 277 times. "My opponent talks about fiscal sanity. His record in the United States Senate does not match his rhetoric," he said.

Kerry said "anybody can play with these votes, everybody knows that." He explained he had voted for tax cuts over 600 times, adding Bush had no standing to question his fiscal judgment.

"Being lectured by the president on fiscal responsibility is a little bit like Tony Soprano talking to me about law and order," Kerry said, referring to the murderous mob boss in the US television program "The Sopranos." "This president has taken a \$5.6-trillion surplus and turned it into deficits as far as the eye can see," he said.

The shift to domestic issues was supposed to be an advantage for Kerry, who leads Bush in most polls on his ability to lead the country on jobs, the economy, health care and the environment.

Domestic agenda drowned out

But those issues—the bread-and-butter domestic agenda for Democrats for decades—have been drowned out in the campaign this year by the clamorous debate over Iraq.

The candidates covered a wide range of topics, from gay marriage to Social Security to flu vaccines, but returned frequently to their favorite campaign trail themes.

Bush accused Kerry of planning a far larger tax increase than just repealing Bush's tax cuts for those making more than \$200,000.

Kerry pointed out the Bush administration consistently favored special interests over everyday Americans and said the first step to restoring fiscal sanity was "rolling back George Bush's unaffordable tax cut for the wealthiest people."

Reuters

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Leprosy patients decry food budget cut

By Tina G. Santos

MORE than 500 patients of the Tala Leprosarium in Camarin, Caloocan, demonstrated yesterday outside the hospital to oppose reported plans to further cut their already meager food budget.

The patients lamented that while the government was planning to distribute food coupons to poor families, it remained insensitive to their needs.

Gildo Soriano, president of the Leprosarium Patients Solidarity, said in a statement that their present food ration was already not enough and further cuts would only aggravate their situation.

At present, each of the 897 patients at the leprosarium reportedly get a can of sardines and 1/4 kilo of fish for three meals daily; 50 grams of coffee and a can of milk (300 grams), good for a month's supply.

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Handtools: Screw Driver 6 pc. P99.75, Screw Driver 2 pc. P55.00, Precision Screwdriver 4 pc. P55.00.

Cops seize ₱.1B fake video games

By Christian V. Esguerra

AROUND P100 million worth of counterfeit Sony Playstation units, discs and computer programs were seized during a raid of four storage facilities in Quezon City and Manila the past two days.

Acting on a complaint by Sony Computer Entertainment Inc., the Criminal Investigation and Detection Group raided three warehouses in Cubao and Ermita allegedly owned by Simon Chan and another unidentified person at the Tutuban Center on Recto Avenue.

The Japan-based company had been alarmed by the number of establishments faking its copyright items, particularly the popular Playstation and its games on CD format.

First stop for the CIDG raiding team headed by Chief Insp. Bernard Yang was Chan's warehouse on Harvard Street in Cubao.

The storage facility of Chan's CD Square

Enterprises yielded 26 boxes containing 23 pieces of Playstation II CDs and eight other boxes of assorted computer labels.

A second raid, this time at Chan's warehouse on nearby Cambridge Street, yielded more counterfeit materials.

There were 10,920 pieces of assorted DVD games, 374 controllers, 1,437 memory cards, 2,100 CD writeables, 76 PS II consoles, 1,240 CD jewel cases, 29 adaptors, 77 cables and six CD writers.

Chan's store at Robinson's Place in Ermita also yielded a huge number of counterfeit computer items and games.

A fourth team stormed Dynamite Studio at the Tutuban Center. Found in the store were 26,930 pieces of fake PS games and 2,008 controllers.

The Optical Media Board and the CIDG are set to file criminal charges against Chan and the owner of the Tutuban store for violating the Optical Media Act of 2003.

NCRPO boosts Metro security

By Leila Salaverria

OVER 300 members of the Regional Special Action Unit (RSAU) of the National Capital Region Police Office will be

distributed to the 17 cities and municipalities of Metro Manila to augment the local police.

Manila will be getting the most number of RSAU operatives,

the specially trained RSAU members to the localities was ordered by NCRPO chief Director Avelino Razon.

In a statement, Razon said the deployment of the RSAU operatives was meant to enhance the emergency response capability of the local police, especially since the RSAU teams have been trained to respond to hostage-taking situations and terrorist attacks.

He also pointed out that since holidays like All Saint's Day and the Christmas season were coming, police had to be prepared to handle the flood of people trooping to cemeteries and shopping centers.

"Prevention is still the best cure. I have instructed all NCRPO commanders to try to anticipate every possible problem or situation that may arise during these occasions," he said.

After Manila and Quezon City, Malabon will be getting the most number of operatives, (23). It is followed by Valenzuela, 21, Caloocan, 20, and Pasig, 19.

2005 ADVANCED PRE-BAR REVIEW

SATURDAYS AND SUNDAYS

NOVEMBER 13, 2004 to APRIL 3, 2005

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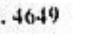
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LOYOLA PLANS CONSOLIDATED, INC.

2004 NATIONAL AWARDEES

The Westin Philippine Plaza
October 15, 2004

SEN GIL J. PUYAT AWARD



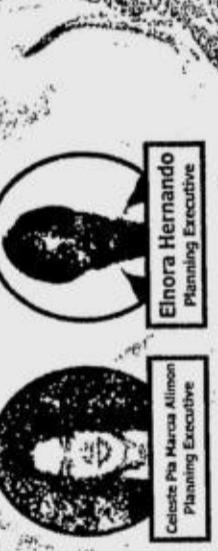
I commend the men and women of Loyola Plans Consolidated,

Inc. for their continuing pursuit of professional excellence. I urge you to remain partner of the government in encouraging business and creating a robust and stable economy that will yield a plenitude of benefits for our people.

May this auspicious event inspire you to reaffirm your commitment to our national aspirations.

Congratulations and Matuhay!

GILIW AWARD



*Gloria G. Marafagat-Cerrovo
President, Republic of the Philippines*

HIVAS AWARD



In behalf of the Securities and Exchange Commission, our congratulations to the management, staff, salesforce and planholders of Loyola Plans Consolidated, Inc. on the auspicious occasion of its 36th anniversary with the theme: Loyola at 36th: Continues to Lead, Serve and Achieve.

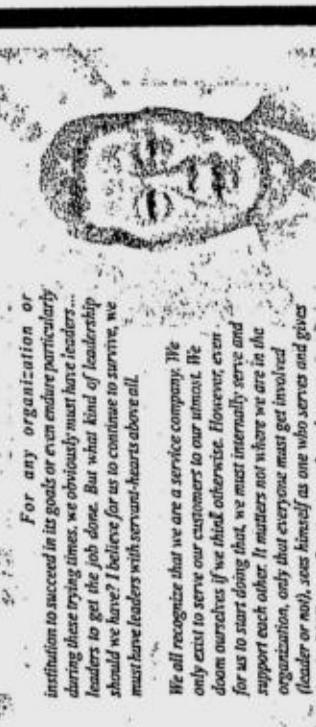
As one of the pioneers in the pre-needed industry, Loyola Plans has remained strong and steadfast in the commitment to its ideals and in delivering quality service. Your company has sustained growth while enhancing the entrepreneurial spirit of the Filipinos by creating business opportunities for them amidst the changing market conditions and economy.

The Commission urges you to continue striving for excellence and practicing good corporate governance in mounting achievements in your chosen field while helping the Filipino people attain a more secured future.

*To B. Barren
Securities and Exchange Commission
Chairperson*

BON VOYAGE DELEGATES TO BANGKOK, THAILAND

*Jesús Puyat Concepcion
President & CEO*



For any organization or institution to succeed in its goals or even endure particularly during these trying times, we obviously must have leaders... leaders to set the job done. But what kind of leadership should we have? I believe for us to continue to survive we must have leaders with servant-hearts above all.

We all recognize that we are a service company. We only exist to serve our customers to our utmost. We do our best if we think otherwise. However, even for us to start doing that, we must internally serve and respect each other. It matters not where we are in the organization, only that everyone must get involved a solid force finds leadership in their managers, they will knock themselves out to reach their quotas month in and month out.

When a basketball team finds leadership in its coach, it's remarkable how players will thrive for and achieve almost impossible feats to win. When a teacher inspires, cooperation and achievement of clear harder on the astounding. When a sales force finds leadership in their managers, they will knock themselves out to reach their quotas month in and month out.

Successful leaders use their influence to inspire others to follow, to work harder, to sacrifice, if necessary. Evasive though it may be, such inspiring influence generates incredible results.

So what kind of leader are you? Are you one that inspires or discourages? Do you push to achieve or alienate?

LPC has now reached its 36th year! At last now? Do we have the kind of leaders and managers to reach our goals? Do we have the sales force to take us to the next decade or even the next millennium? Do we have a strong backbone support to sustain us? Is up to all of us to lead, serve and archive.

And above all...with Integrity!

*Fel G. Puyat, Jr.
Chairman of the Board*



Our 36th Anniversary is an opportune time for two things:

1. It's thanksgiving for so many blessings received.

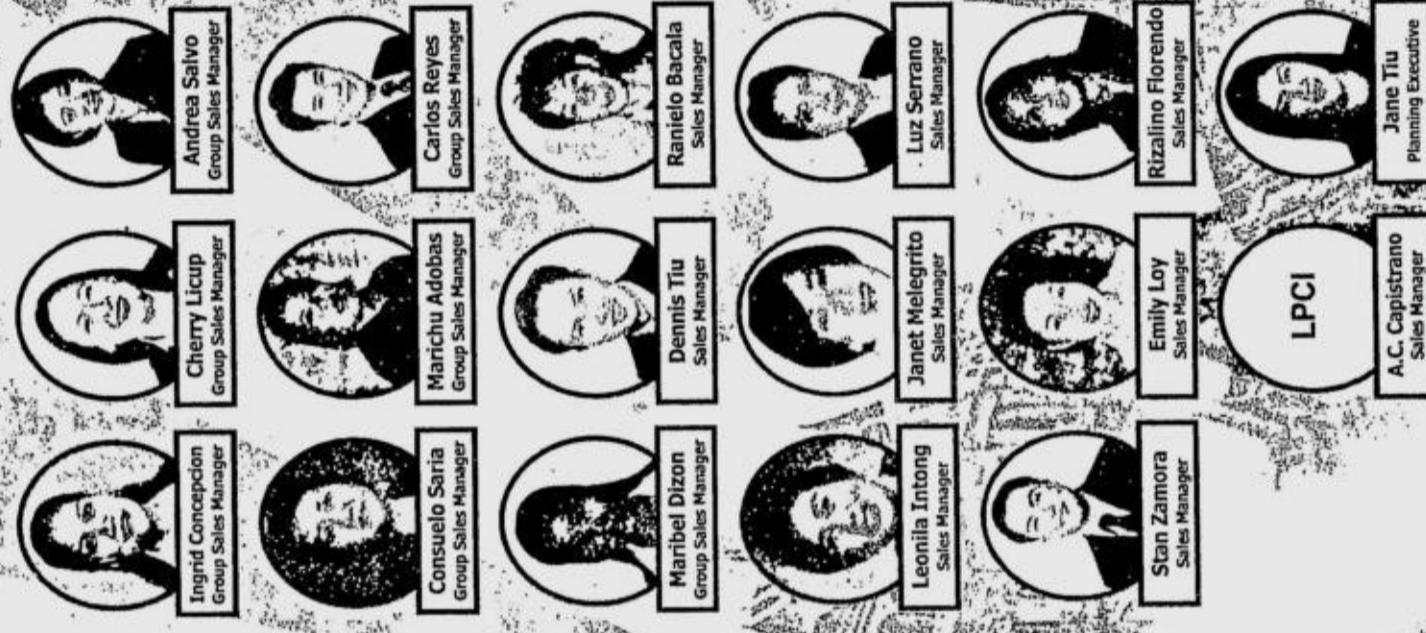
In the midst of what is happening in our country and in our industry in particular, a success story is always uplifting. Since 2001 when the SEC started imposing guidelines, we had to undergo so many changes. With the increased capitalization requirement, we had to consolidate our two companies. This was a delicate move but it was necessary, and it made us more efficient. The percentages of trust fund deposits were increased and this necessitated changes in our cost model again this was done with total consideration for the affected people. When the SEC prescribed the changes, we compiled right away, as we were convinced that these were being done for the protection of the planholders as well as the company. We did what was right even if it was not very popular.

I am grateful that our people in the entire organization understood and supported the changes that management had to undertake. It didn't take long for them to see the changes creating positive results. This year's financial results validate the correctness of these decisions.

At year's end, our financial statistics were all much better. This is something of which we can be proud because it is the financial stability and strength of the company that enables us to meet our obligation.

The delivery of our commitments is really the culmination of a long-term contract between the planholders and the company. In the case of the life problem, it is a lifetime contract. It is a reason that we in Loyola strive to deliver our obligations in a most efficient and caring manner. Our corporate culture is service oriented.

As a financial crisis threatens our country, we will try even harder to bring about more security and better service to our people. God-willing, we can overcome these hurdles and emerge stronger and better as we commit to lead thru our service, and thru our service, we shall achieve our goals.



*Jesús Puyat Concepcion
President & CEO*

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GOLF: LPGA Longs Challenge; 12 noon; ESPN—Catch the final round of this women's competition.



FRIDAY, OCTOBER 15, 2004

PHILIPPINE DAILY INQUIRER

A25

Compiled by L. Manguiat
BASEBALL: MLB Championship Series; 7:30 a.m. (r), ESPN—Take another look at Game Two of the MLB Championship Series.
POOL: US 9 Ball Open Finals; 7 p.m.; Solar Sports—Find out who emerges as the champion in this prestigious pool event. Schedules subject to change without prior notice.

GAMES TODAY (Philippines Arena)
4:30 p.m.—Shell vs Sta. Lucia Realty
7:20 p.m.—Purefoods vs Red Bull

By June M. Navarro

BUTUAN CITY—Tired and weary, the Coca-Cola Tigers leaned on Rudy Hatfield and Gary David to keep them going.

Hatfield and David dug deep into their energy tanks as the Tigers staved off the Alaska Aces, 71-68, last night in the Gran Matador PBA Philippine Cup at the Urios College Gymnasium here.

Hatfield registered a double-double, getting away with 16 points and plucking 15 rebounds before fouling out with only seven seconds to play.

David was also lethal as the hot-

sniping rookie scored all of his 13 points in the second half, seven of them in the fourth to give the Tigers a 67-59 cushion going into the final two minutes.

The Tigers flew in from Manila yesterday afternoon, just a few hours before the 6 p.m. encounter against the Aces.

The Tigers notched their second victory in three games while sending the Aces to the cellar with Sta. Lucia Realty and Red Bull Barako at 0-2.

It could have gone the other way but Mike Cortez missed a couple of opportunities while the Aces were trying to stage a comeback at crunch time.

Pressured, Cortez flubbed two crucial free throws after Hatfield fouled out, foiling Alaska's bid to tie the count at 70. He also

missed a desperation triple at the buzzer that could have tied the game.

The scores:

COCA-COLA 71—Hatfield 16, David 13, Wainwright 9, Abarrientos 8, Juliano 7, Carioso

7, Morano 2, Antonio 2, Chia 2, Reavis 2, Huganan 2, Lao 1.

ALASKA 68—Cortez 16, Allado 16, Hawkins 13, Thoss 9, Arigo 6, Cablay 4, Duat 2, Peek 2, Tejada 0, Padilla 0, Franco 0.

Quarters: 17-19, 33-31, 53-52, 71-68

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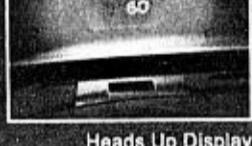
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SEAG fund gets P30-M boost

THE PHILIPPINE Sports Commission is donating its savings worth P30 million to boost the 2005 Southeast Asian Games budget with a recommendation that the amount be spent for extensive repairs of the Rizal Memorial aquatics center and the Ninoy Aquino Stadium.

PSC chair Eric Buhain yesterday said the money was part of the P110 million given to the agency this year under the General Appropriations Act for its day-to-day operations,

wages for employees and maintenance of PSC-owned facilities.

Buhain is set to present the proposal, aimed at somehow easing the burden of raising the SEAG budget of P800 million, to Philsoc chair Obet Pagdanganan next week.

Buhain said P15 million is needed to refurbish the Rizal Memorial Sports Complex pool, which has to be converted into a rim flow pool to meet world-class standards. *Marc Reyes*

SPORTSWATCH

Mantua, Anasta reach quarterfinals

CHIEMEL Mantua and Elbert Anasta scored hard-earned victories yesterday to reach the quarterfinals of the first Enercon Men's Open Single Tennis Championship at the Makati Sports Club. The sixth-seeded Mantua beat Ralph Kevin Barte, 7-5, 4-6, 7-5, while the seventh-ranked Anasta prevailed over wild card Von Ruelan, 6-7 (3), 6-1, 6-2. Mantua guns for a semifinal berth today against top seed Johnny Arcilla while Anasta faces third seed Roland Ruel Jr.

Clearwater hosts Age Group triathlon

THE FIFTH leg of the National Age Group Triathlon will be held on Sunday at the Clearwater Country Club inside Clark Air Base. Registration for the event backed by Speedo, Reliv and Clark Development Corp. is going on with on-site registration allowed on race day. Registration fee is P600 in the individual event, inclusive of buffet brunch, and P2,000 per team for the corporate relay event, according to TRAP secretary general Mon Marchan, who is coordinating with local race organizer Melvin Fausto. Clearwater Country Club president Nino Sincio welcomed the opportunity to host the event.

Realtors, Turbochargers at Robinsons

STA. Lucia and Shell bring their act to Cavite and Pampanga when the Realtors meet their fans and supporters at Robinsons-Dasmariñas today and the Turbochargers appear at Robinsons-Pampanga tomorrow in the resumption of the PBA's One-on-One at Robinsons Malls promo tour.

RP women's team to play sans reserve

THE PHILIPPINE women's team to the 36th Chess Olympiad will have to make do without reserve player Alices Salvador. The WNM did not join the national team which left Wednesday evening for Majorca, Spain, on the behest of her mother, who was dejected after National Chess Federation of the Philippines president Go Teng Kok turned down her request for financial assistance to join the trip. Thus, Lorshyl Cuisin, WIM Beverly Mendoza and WFM Sheerie Joy Lomibao will have to play without relief in the biennial tournament.

MCC amateur tourney draws 28 teams

TWENTY-EIGHT teams will participate in this year's MCC Amateur Chess Team Tournament that kicks off at 10 a.m. tomorrow at the 4F of J&F Divino Bldg. at #967 Aurora Boulevard in Quezon City. For details, call 4358412, 8268560 and 09168521069.

Labanan sa Pasay slates 80 fights

PASAY City Cockpit's biggest stagfest this year, the Labanan sa Pasay 5-Stag Derby, blasts off today with more than 80 fights lined up. Sponsors are Sagupaan Complexor 3000, Sagupaan Hammer and Sagupaan Mite Free. Pit manager Eric de la Rosa is derby host. Meanwhile, the Huling Hirit 4-Stag Derby, to be hosted by Kags Paliza and Aba Badiola, is set on Wednesday, Oct. 20. Call 8166750, 8431890 and 8431746 for details.

P.6M IN THE BAG

Jenny joins World tilt

By Jong Arcano



ROSALLES

JENNIFER Rosales gets to enjoy one of the perks of being an LPGA champion when she joins an elite 20-player cast for the Samsung World Championship at the Bighorn Golf Club's Canyon course in Palm Desert, California.

The limited field features the top 20 players in the world including current No. 1 Annika Sorenstam, defending champion Sophie Gustafsson, the four major winners this season and sponsor's exempt Michelle Wie.

The well-rested Rosales, who last played in the Safeway Classic where she tied for 26th three weeks ago, is already assured of \$11,000 (about P600,000)

just for showing up and stands to win more depending on how she fares after Sunday's final round.

The winner gets \$206,250 (P11.5 million), the runner-up \$131,000 (P7.3 million) and \$88,000 (P4.9 million) out of the \$825,000 (P46.2 million) pot.

Rosales is paired with Meg Mallon, the player who foiled her bid for the US Open crown, at 11:10 a.m.

The sham of being a Fil-Am

SPECTATOR



Al S.
Mendoza

while Danny is not?

Well, they contend that Andy Seigle was way beyond the required age when he elected Filipino citizenship.

In contrast, the documents presented by Danny Seigle say he chose Filipino citizenship when it was time for him to make the choice between becoming a Filipino or American.

And, yes, Taulava. Why is he being called Fil-foreigner? To be more specific, he is called a Fil-Tongan simply because his father is listed as from Tonga married to a Filipina from Samar. The other Fil-Foreigner is Pennisi, whose father is listed as an Australian married to a Filipina.

The reason, really, why we had this invasion of Fil-Foreigners was the PBA's intention to perk up interest in the league.

You see, after years of seeing the same players in the league year in and year out, the PBA decided to do some face-lifting and generate new thrill and excitement from a crowd that was fast losing interest in Asia's first play-for-pay loop. The quickest way to do it was attract new faces from overseas but with Filipino blood running in their veins.

Not long after, though, gossip flew fast and thick about experts doctoring documents of prospective Fil-Am applicants, a la Recto's famed manufacturers of fake diplomas. With alleged cohorts in the government's corridors of power, they soon gained entry into local shores. Before we knew it, a slew of Fil-Am were being paraded in the league.

But wait. Did we really request the Sinatra song, "Send In The Clowns"?

Compton excites Montaña

CAN Alex Compton be the jewel in the crown of Montaña Pawnshop?

The arrival of the clutch shooter has boosted the Jewels' confidence of finally achieving their best finish in seven seasons in the PBL Open Championship.

Team manager and assistant coach Clarence Aytona believes that Montaña has finally found in Compton the steady hands and leadership that the Jewels have lacked in past campaigns when they were known to fade in the stretch.

"He's a great player, very unselfish as shown during his stint with Sunkist the past two conferences," said Aytona.

Compton steered the rookie-laden Sunkist-UST squad to a fourth-place finish in the 2003 Platinum Cup as he averaged close to 17 points.

WILD CHASES
with Dr. Brady Barr

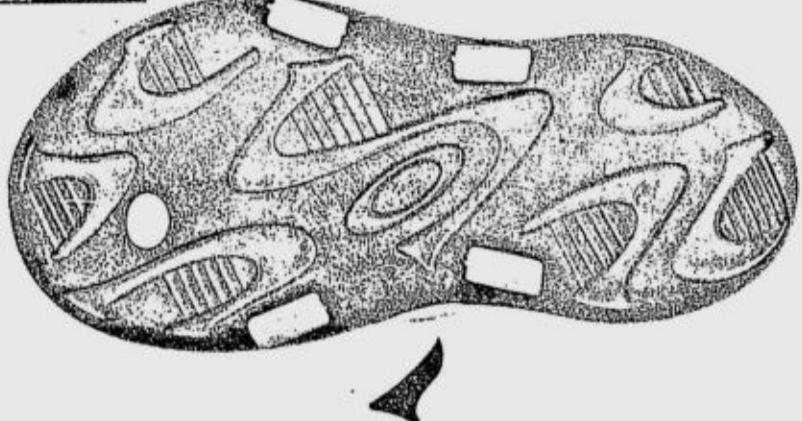
Ozamiz-Cebu finals on

OZAMIZ CITY—The streaking Ozamiz Cotta and powerful Tribu Sugbu (Cebu Tribes) begin their best-of-three series for the NBC (National Basketball Conference) South division title today at the Gov. Angel Medi-

na gym here.

Mayor Reynaldo Parojinog's Cotta are peaking at the right time and this could be bad news for the Skygo-backed Cebuanos when the two teams clash at 5 p.m.

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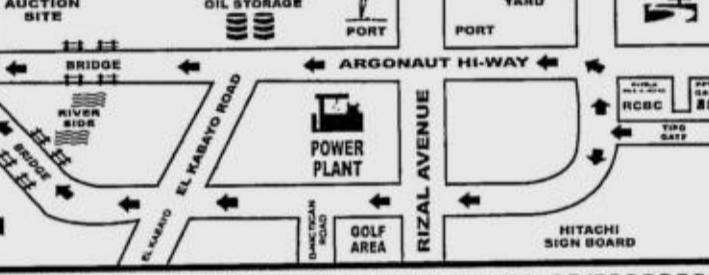
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A 28

PHILIPPINE DAILY INQUIRER

SPORTS

FRIDAY, OCTOBER 15, 2004

Full gallop

TRULY, horseracing is alive and well.

On Sunday, Oct. 17, another blockbuster event awaits the legions of racing fans when the Philippine Thoroughbred Owners and Breeders Organization stages the 5th Philtoto Grand Championship Day at the Santa Ana Park.

Featuring quality horses of the country's leading industry players, the man to watch during the event is sportsman-civic leader Hermie Esguerra of Herma Farms and Stud.

He will be fielding an entry in each of the six division races calendared for the day, namely, the Mira Cup Juvenile Colts for 2-year-olds, Mira Cup Juvenile Fillies for 2-year-olds, 3-Year-Old Colts, 3-Year-Old Fillies, Philtoto Open and the Classic Championship. Each race stakes a total pot of P500,000, according to Philtoto's Nonoy Niles Jr.

In the Mira Cup Juvenile Colts set at 1,500 meters, Hermie will enter highly touted Real Spicy, a chestnut charger by 1998 Kentucky Derby and Preakness Stakes winner Real Quiet out of Spicy Tale, while in the Juvenile Fillies event, also set at 1,500 m., Hermie will bank on promising newcomer Lamborghini, who will be racing against Victoria Peak, Constant Queen, In Command, Ocean Deep and Unrivaled.

In the 3-Year-Olds covering a longer distance of 1,600 m., Hermie will field a probable long shot, Nothing to Declare, against pre-race solid pick Empire King, winner of the recent Ongpin Cup and Horseman's Cup of this year's Triple Crown series. In the 3-Year-Old Fillies race set

CLEAN LIVING

Manolo R. Iñigo



owner of super horse Wind Blown, Hermie got hooked on horseracing in 1999 when he bought two horses (King Air and Tomahawk) from much-respected racing man Antonio Florendo, and another (Anahaw) from friend Eric Tagle.

"At first, I just wanted to find a new dimension," said the sports-minded Bulakefio, whose other favorite sports are golf and basketball. "But it was in 2001 that I really got serious with my involvement in horseracing."

Blessed with common sense, Hermie said his biggest opportunity came when he acquired Wind Blown, then already a champion horse, from Sandy Javier, who sold the horse after suffering from an unexpected loss. "I felt that it was a good gamble."

After acquiring Wind Blown and around 60 other horses at that time, Hermie said it became necessary to set up his own farm. "I used to spell my horses with racing buddies Putch (Aristeo Puyat), Mari (Jose Mari Franco) and Sand (Javier)." Soon, he finally found a place of his own in Lipa City, Batangas, where he established the modern and well-maintained Herma Farms and Stud.

On his latest venture, the breeding of horses, Hermie said he has found "fulfillment," adding that his next big goal is to produce champion horses in the mold of Wind Blown. Now 8 years old, Wind Blown (Hazm out of Wind in My Hair) has been retired to stud after a long, fruitful and colorful career where he earned an all-time record high of P18,978,695.50 in 49 starts with 36 wins (24 stakes wins).

Known across the nation as the

Yankees go 2-0; Cardinals score

NEW YORK—While the raucous crowd at Yankee Stadium taunted Pedro Martinez, Jon Lieber shut down the highest-scoring offense in the major leagues.

A No. 5 starter pitching against a three-time Cy Young pitching award winner, Lieber took a shutout into the eighth inning. John Olerud backed him with a two-run homer in the sixth off the tiring Martinez, and the Yankees beat the Red Sox, 3-1, Wednesday for a 2-0 lead in their American League championship series rematch.

"These two games were huge, especially tonight," Yankees manager Joe Torre said.

After Orlando Cabrera singled lead-

ing off the third inning for Boston's first hit, Lieber retired 13 straight batters before David Ortiz singled in the seventh.

Lieber needed just 45 pitches to get through five innings—Martinez threw 46 in just the first two innings. Lieber's biggest thorn was leadoff man Johnny Damon, who kept fouling balls off before in a 16-pitch at-bat with one out in the sixth.

"I knew coming into this game what Pedro has done in the past in situations like this, so there was no room for error," Lieber said.

In St. Louis, Albert Pujols homered early, Larry Walker delivered three key hits and the Cardinals outlasted Houston, 10-7, in Game 1 of the National League championship series. AP

Pampanga tests Ilocos

SAN FERNANDO, Pampanga—Harbour Centre-Pampanga tries to preserve its hold of second place against the Ilocos Sur Snipers in the United Regional Basketball League (URBL) at the University of the Assumption Gym here.

The 4 p.m. encounter, sponsored by adidas and Lactovitale, is the start of Harbour Centre's three-game home stand as it plays Lactovitale-Cebu Province in the URBL double header on Oct. 17 and the visiting M. Lhuillier-Ce-

bu City on Oct. 21.

Harbour Centre-Pampanga, owned by Nikki and Mikee Romero, came out a big surprise as coach Alex Gonzales and his crew of rising stars and veterans now occupy solo second place with a 2-1 card.

The Ilocos Sur Snipers, on the other hand, is currently at 1-2, needing a win to improve their semifinal chances.

The top four teams will advance to next month's semifinals.

U-19
meet
today

THE BUTUAN leg of the PFF/adidas U-19 Championship kicks off today at 2:30 p.m. at the Villa Kananga football pitch in Butuan.

This qualifier will feature the teams from Surigao del Norte, Agusan del Sur and Butuan-Agusan del Norte, of which only one team will advance to the finals in Cebu late November.

The match today has Agusan del Sur against Butuan while tomorrow has Agusan del Sur versus Surigao. The final game on Sunday pits Butuan and Surigao.

The event is hosted and organized for the Philippine Football Federation (PFF) by the Butuan-Agusan Norte Football Association (Banfa) of which Carlos Jamer is general secretary.

Gerry
eyes
WBF
crown

FORMER world champion Gerry Penalosa gets a crack at yet another world title when he vies for the World Boxing Foundation superfly crown on Nov. 20 in Manila.

Promoter Gabriel "Bebot" Elorde Jr. in an interview has revealed that the southpaw Penalosa has already signed on the dotted lines for his crack at the title.

Elorde said that the venue for the fight will either be the Elorde Sports Complex or the Casino Filipino in Parañaque. Elorde, however, added that he is still on the lookout for a respectable foe. Salven Lagumbay

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A random wrong number on his cell phone sends a young man into a high-stakes race against time to save a woman's life in the action thriller *Cellular*, a fastpaced film reminiscent of such edge-of-your-seat thrill rides as Keanu Reeves starer 'Speed'. Academy Award® winner Kim Basinger stars as Jessica Martin, a high school science teacher and mother whose peaceful life is turned upside down when she is kidnapped from her home by five unknown assailants and taken to a



Chris E.

mysterious location. Fearful for her life and completely in the dark as to her abductors' motives, Jessica manages to patch together a shattered telephone and secretly place a call to an unknown number in a last-ditch attempt to save herself. Ryan (Chris Evans of *The Perfect Score* and *Not Another Teen Movie*), the carefree young man who answers the panicked call, suddenly finds himself Jessica's last hope.

With no knowledge of Jessica other than her hushed, fearful voice on the other end of the tenuous cell phone connection, Ryan is quickly thrown into a world of conspiracy and murder in a frantic search to find and save her. The lives of Jessica and her family are in his hands, but what is waiting for him on the other side of the line and what will it cost him to find out? *

What will it cost him to do this? • ADV

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第二章 聚合物的物理性质

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Movie industry's leading stakeholders get their act together

LAST Oct. 2, the Film Development Council of the Philippines, led by Laurice Guillen held an important meeting with the Filipino movie industry's leading stakeholders—producers, filmmakers, theater owners—at the Asian Institute of Management.

The all-day event was a major move to address the industry's many ills in a concerted way. It was gratifying to see so many film leaders present, a positive sign that unified action would finally be taken.

FDCP head Guillen led off by doing a comparative analysis of the ways that the governments of

South Korea and the Philippines have tried to help their respective movie industries.

Comparison was a good tack to take because both countries are in Asia and have had to contend with huge problems related to film production. So, what has worked with South Korea would stand a fair chance of also being effective here.

From the outset, it was clear that, in reviving and reforming an entire national movie industry, piecemeal solutions wouldn't be enough. Instead, a veritable arsenal of positive inputs would have to be put in place.

VIEWFINDER



Nestor U. Torre

In 1990, South Korean movies were in big trouble. To give them a major boost in the arm, the country's new government put up film schools, instituted different business methods, launched the Pusan international film fest in 1996, and boosted both the quantity and quality of movie production.

In addition, the Korean Film Council was set up to coordinate cinema-related activities, laws were passed to boost Korean movies' funding, and limits were imposed on the number of foreign films that could be shown on Korean screens. As a result, 1999

saw the screening of the hit Korean movie "Shiri," which made more money in Korea than "Titanic"—an unheard-of cinematic coup! It bolstered the resolve of the country's filmmakers to work even harder to lure Korean viewers away from imported movies.

Consequently, more local productions are shown today in Korea, the only place in the world where homegrown film products regularly outgross imports from abroad.

This coup has lured new venture capitalists into bankrolling Korean films, resulting in the production of big-budget genre movies. In turn,

this led to the move to sell Korean movies to international film markets, a major move that has turned out to be singularly successful.

It has also put in place a template for international big-screen success that some other Asian countries have followed, with similar effectiveness.

Compared to Korean filmmakers, their Filipino counterparts enjoy less government support, and in fact have to contend with unusually strong competition from foreign movies, and the highest rate of taxation of all film industries in the world—a whopping 50 percent of gross income.

Thus, if the government is serious about helping local films improve on point of quantity and quality, the industry's onerous tax burden has to be addressed, and drastically reduced.

In addition, the industry has to keep up with the changing movie times, connect with the new film audience, go into untapped foreign markets, develop new filmmakers—etc!

So much work to be done! But, if our leading stakeholders finally get their act together, it can happen.

The best news of all is, if the industry's current and future reform initiatives are successful, the ultimate beneficiaries will be the millions of Filipinos who, despite everything that's happened, still love going to the movies. (To be concluded)

Mariel Ilusorio

CLASSICAL pianist Mariel Ilusorio performs on Oct. 22 at the Francisco Santiago Hall, Equitable PCI Bank Tower 1, Makati.

Now based in Germany, Mariel has participated in international piano competitions, and has given solo and chamber music recitals in different countries.

Program includes Piano Sonata in E-flat major, Op. 27 Nr. 1 by Beethoven; Impromptu in B-flat major, D935 (Themes and Variations) by Schubert; Nocturne in C minor, Op. 48 Nr. 1 by Chopin; Sonata No. 4, Op. 30 by Scriabin, and Estampes by Debussy. Call 8784358.

Art contest

OUR LADY of Mt. Carmel Shrine in New Manila, Quezon City, will hold an on-the-spot art contest on Oct. 30 at the parish conference room. The tilt is open to all parishioners, aged 16 to 24. Non-parishioners in schools around the parish may also join.

There will be three categories: oil, watercolor and charcoal/pencil. Call 7245938 for more details.

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 SM City Bacoor Cinema 2 | SM City Pampanga Cinema 3 | SM City Damariñas Cinema 2 | SM City Cebu Cinema 6 | SM City Marilao Cinema 2

SHARK TALE MTRCB Rating: G
 SM City Bacoor Cinema 4 | SM City Davao Cinema 6 | SM City Cebu Cinema 3 | SM City Pampanga Cinema 2 | SM City Baguio Cinema 1 | SM City Dasmarinas Cinema 4 | SM City Cagayan Cinema 3 | SM City Marilao Cinema 1

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FRIDAY,
OCTOBER 15, 2004

PHILIPPINE DAILY INQUIRER

ENTERTAINMENT

A3

Mel Gibson donates \$10 million for treatment of foreign kids

LOS ANGELES—Movie star and filmmaker Mel Gibson has donated \$10 million to two Los Angeles hospitals to pay for treatment for sick children from overseas, officials announced Tuesday.

The cash windfall from the actor-director will be split evenly between the Mattel Children's Hospital at the University of California at Los Angeles (UCLA) and the Cedars-Sinai Medical Center, UCLA said.

The gifts will be used to reimburse the hospitals for medical care to children from countries who cannot get treatment in their homelands, either because it is not available or because they lack money to pay for it.

To qualify for the treatment, children must have serious medical conditions for which they are unable to be treated at home, UCLA officials said.

An organization called Healing the Children, which led a successful drive to separate a pair of Guatemalan-born conjoined twins in 2002, will take the lead in finding children desperately in need of care in Los Angeles.

"For the past several years, the Gibson family has quietly supported Healing the Children's efforts to help sick and injured children around the world," said the group's founder, Cris Embleton.

"Not only have they given financial support, they also have given their time and hearts, and as a result have seen firsthand how people working together can give a child the future they deserve."

"Their awesome gift, coupled with the willing hands and hearts of others, will bring healing to many hurting children and joy to the hearts of their parents," she said.

The Guatemalan twin girls—Maria Teresa Quiej Alvarez and her sister, Maria de Jesus—were joined at the head and captured worldwide attention when they were separated in August 2002 during a nearly 23-hour operation at the Mattel Children's Hospital at UCLA.

Conjoined siblings joined at the skull are the rarest



MEL GIBSON

of Siamese twins, making up only two percent of all known cases.

Edward McCabe, physician-in-chief of the Mattel Children's Hospital said the movie star's donation would enable the hospital to help other youngsters worldwide.

"Mr. Gibson's generous gift will establish the 'Two Marias International Children's Fund' and enhance Mattel Children's Hospital's mission to help many children overcome their illnesses and go on to live productive lives."

AFP

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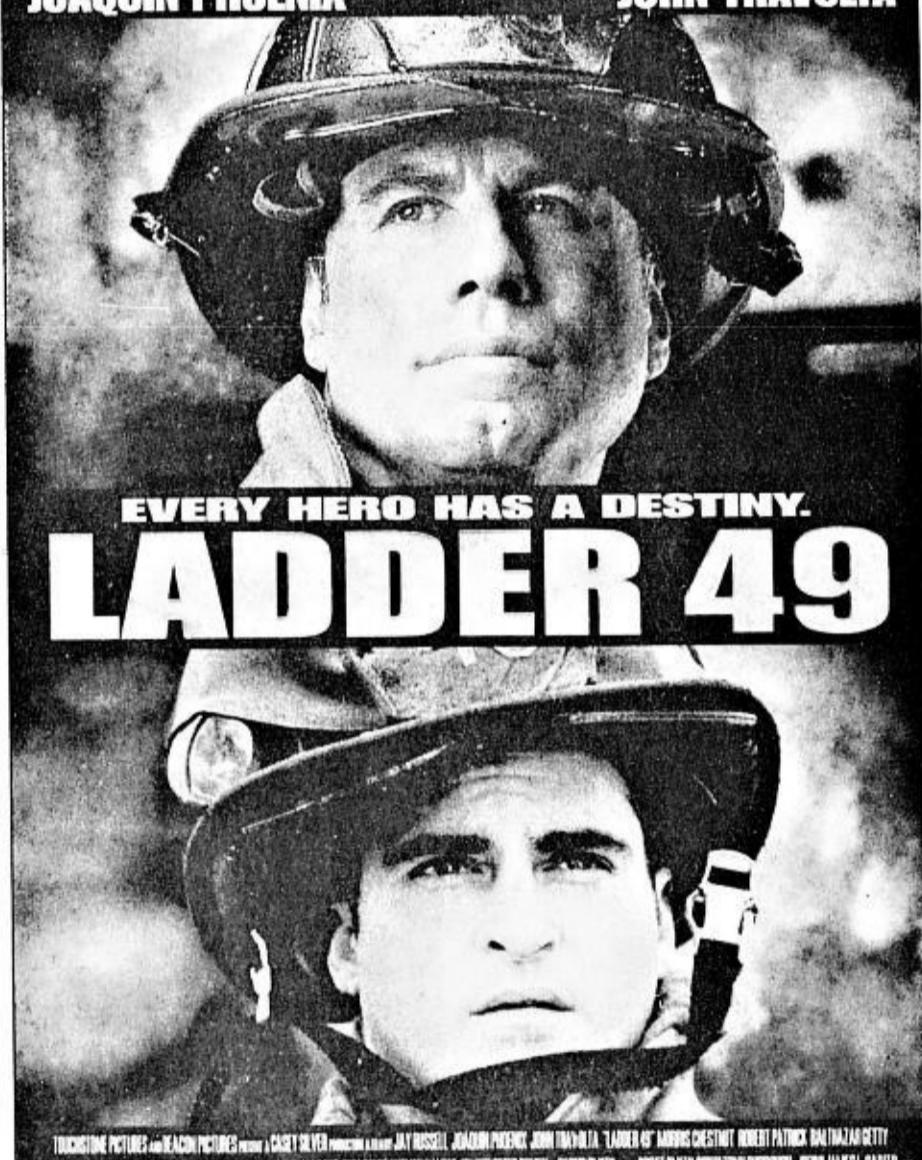


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Editor Louie C. Camino
Assistant Editor Emmie G. Velarde

Producers will stay away from 'unfair' film fest, warns Leo

By Jocelyn Valle
Contributor

THE CONTROVERSY on the selection of the eight finalists in this year's Metro Manila Film Festival (MMFF) should be resolved, said actor Leo Martinez.

"There was a complaint and the process was flawed," said Leo in an interview last Wednesday. "Eight entries were chosen and four were allegedly all from Mother Lily (Monteverde of Regal Films). Instead of deciding on the case, the executive committee passed it on to the Department of Justice."

Leo, who is also the director general of the Film Academy of the Philippines (FAP), told INQUIRER Entertainment that there were only two options in resolving the issue: The executive committee should convince the Regal Films producer to withdraw two of her four movies from the festival, or the committee automatically disqualifies the two entries.

"But nobody has the balls to do it," said Leo. "It's either they are afraid of Mother Lily or they want to please her. But it's too late in the game now. I'm worried that nothing will happen to the case, to the detriment of the festival. Producers will say it's not fair and they'll stay away."

Disinterest

Leo also lamented what he called the disinterest of the entertainment press in the matter. "In other matters, *ang bibilis nyo*, when this one has more meaning," he said. "Now nobody is

pressuring anybody to come up with a decision."

Last August, the MMFF announced the eight entries that qualified for the December filmfest and it instantly drew flak from industry players. They alleged that four entries—"Mano Po 3," "Aishite Masu," "Sigaw" and "Que Sera Sera"—were all produced by Monteverde, albeit under four different companies: MAQ Productions, BasFilm Productions, MegaVision and Regal Entertainment, respectively.

Vic del Rosario of Viva Films, whose entry, "Lastikman," made it to the Magic 8, as well as Seiko Films' Robbie Tan, who failed to get a slot in this year's MMFF, called on Monteverde to admit she produced the four movies.

Joji Alonso of MLR Films also submitted a formal complaint before the MMFF executive committee.

Leo said the FAP is also a member of the executive committee and it gets a share of the film fest earnings.

One-stop shop

The FAP, according to Leo, was created by Executive Order 640-A in 1981 by then President Ferdinand Marcos. It serves as an umbrella organization of the film industry guilds, including the one composed of producers, who headed the FAP until last year when Leo was elected director general.

Last month, the FAP signed a memorandum of agreement with the Bureau of Immigration that would make the FAP a one-stop shop for foreign productions that will shoot their movies

in the Philippines. "All the foreign producers should come to us first before they can be given a working permit by the Bureau of Immigration," he said.

This way, he explained, they FAP will be able to help the government, the foreign producers and the movie industry. The government will be assured that the foreigners will be working here legally. The foreign producers will be given security, a supply of accredited movie workers and a guarantee that they'll be able to finish their projects here.

If the foreign producers decide to bring in their own crew, Leo said, they will have to pay a certain amount for the displaced local movie workers. "This is done all over the world anyway," he pointed out.

From literature

The FAP also plans to hold a festival of films that are based on Filipino literature and geared toward students, according to Leo. He said Quezon City Vice Mayor Herbert Bautista, who's also an actor, has agreed to help out with the project that will coincide with the celebration of the Linggo ng Wika, hopefully next year.

"We'll start within Metro Manila and maybe the neighboring provinces and then we'll move to other places," he said.

The approach will help promote not just cinema but also literature, which is a rich source of materials for films, Leo explained.

"The soul of the Filipino will naturally come out in these movies," he said. "Let's create our own 'Lord of the Rings' or 'Spider-man.' We



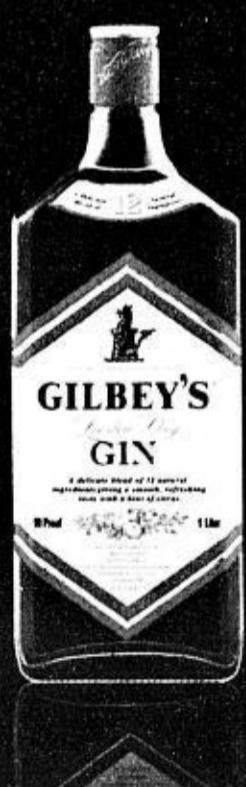
have Bernardo Carpio, Maria Makiling and Biag ni Lam-ang."

Aside from his work in show business, Leo is also a Unesco commissioner. One of his projects for the humanitarian organization is a text-based campaign to instill pride in being Filipino.

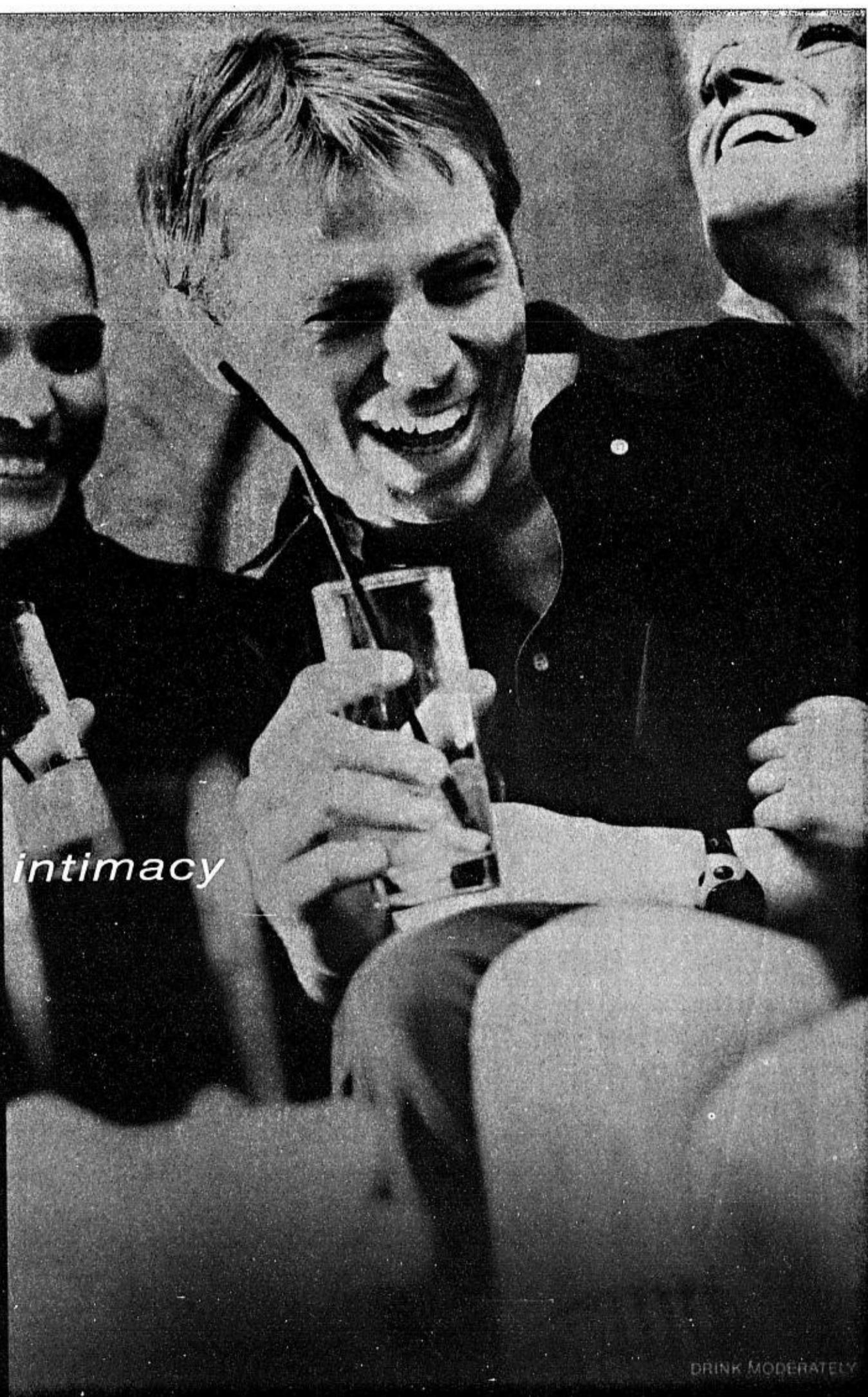
He said he and some of his colleagues will pose a few questions that can be answered by the public through text messages.

Leo said the questions would go something like "Taga-saan ka? Ano ang maipagmamalaki ng lugar mo?"

RESOLVE the issue now, says the FAP director general.



pure intimacy



DRINK MODERATELY

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ENTERTAINMENT

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So many George Canseco songs still waiting to be sung

By Nini Valera

his eyes.

GEORGE Canseco's mind is still filled with hundreds of melodies and thousands of words that the songwriter has yet to write. Canseco, whose last work was Martin Nievera's "Nasaan Ka Man," is only waiting for someone to commission him to write a song and get him out of retirement.

"May ibubuga pa ako (I still have something to show)," Canseco told INQUIRER Entertainment last Wednesday. "That's why I am still alive. There must still be songs that I have to write that's why I am still here."

"But I can go anytime now," he added in Filipino. "I would have no regrets if I go now."

YESTERDAY But I am still hoping to live longer. I want to see my grandchildren grow up and find out what careers they would have for themselves."

Canseco, 70, has four grandchildren. He has three children—Rachel, Nancy and Carl. Rachel, who lives in the US, and Carl, who lives with Canseco in a rented house at Philam Homes in Quezon City, are both doctors. Nancy, the middle child, is a dietitian.

"It's too early to tell if my grandchildren have musical inclinations," he said. "None of my children were musical. But Andre, Carl's son, might have musical talent. He's only 2 but I hear him singing and humming."

Perfect singer

The writer of the soundtrack of at least two generations said he composes his songs in his head, then writes down the notes.

"I do not write songs using any musical instruments," he said. "I studied piano when I was young, and learned a bit of solfeggio. That's how I learned to write my music. I would give the notes to an arranger, like Amado Trivinio, D'Amarillo, Homer Flores, Willy Cruz, Ryan Cayabyab."

Canseco began making songs when he was 20. He sold his first one to a record label in 1966. The song, "Kapantay ay Langit," was recorded by Amapola, then by Pilita Corrales, who turned it into a classic. He credits record and movie producer Vic del Rosario for discovering him.

But it was in the '70s—when the concept of Original Pilipino Music was created by the then chair of the Kapisanan ng mga Brodaster sa Pilipinas, the late Teodoro Valencia—that Canseco emerged as the songwriter of the times. He also found the perfect singer to interpret his songs.

Basil Valdez had just gone solo after the iconic Circus Band disbanded. The song Canseco had written was "Ngayon at Kailanman," and Basil's baritone transformed the song into an undying paean of love, making it soar to eternity.

"Basil feels," said Canseco. "He sings with his heart and his soul."

Their collaboration as singer and songwriter would last more than a decade, spawning more songs that rake the soul and pierce the heart.

"Would you believe that when I wrote "Paano" (recorded by Pilita and then Dulce) that I was actually crying? I have this natural talent of imagining a situation and then writing a song from my experience of being in that situation."

Bus romance

Canseco still writes his songs for his wife Flora, who died of breast cancer in 1990. For five years, Canseco grieved for her. He is still mourning, and the sadness has remained in

his eyes.

"I met her on a bus," Canseco related. "I was then a ticket inspector and my wife, who was from Taytay, Rizal and who was into garments, was always taking the bus. I started courting her."

They got married in 1962 and had three children.

Canseco admitted that he and his wife had fought during their marriage.

"What couple doesn't fight?" he said. "But the fights were not full-blown fights that reached the point of separation."

The fights, he said, were mostly because of the women that hovered around him.

"She would get hurt when I tolerated other women's flirtation," he said. "But you know, women are the food for manhood."

SO MANY/A34

NO REGRETS, says Canseco.

RUDY ESPERAS

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MUSIC MAN of at least two generations in the '70s

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So many George Canseco songs still waiting to be sung

From page A33

The lover

He had been a man who loved women, as this writer had witnessed. In an interview that Canseco could no longer recall, I remember talking to him in his hotel room with a woman in his bed, who had turned her back on us and had kept the position for as long as the interview was going on.

"I remember the hotel," Canseco relented. "It was at the Hilton."

He claims that the woman still hovers around him.

"Especially now that I am George Canseco," he said. "You think I am already laos?"

In his mind, and despite his failing health, Canseco would always be in his prime. His eyes still glint with mischief, even if he has not been able to dye his hair into the brown that was its color before the gray strands appeared.

"I haven't dyed my hair for a long time," he said, running gnarled hands through his locks. "Maybe, I should dye it again."

He turns serious as he grapples with the memories of the momentous events in his life.

300 songs

"I lost in the Metro Pop Music Festival when I competed in 1979," he said. "The song was 'Ako ang Nagwagi.' It was interpreted by Dulce. But the title became prophetic because in the same year, it won the grand prize at the Hong Kong Music Festival."

Canseco's second attempt to bag the grand prize in the Metro Pop Music Festival was a success the following year. He won for the song "Ngayon," interpreted by his favorite singer Basil Valdez.

He has written about 300 songs, according to his estimate. All these, he said, are his favorites.

"If they were not my favorites, then I would not have finished writing them," he said.

But he describes his musical scores as mediocre.

"Not one of them stands out," said Canseco, who has received countless awards for musical scoring from various award-giving bodies.

Canseco, however, prides himself in being able to raise the price for musical scoring, even if he was not able to raise the bar.

"I told movie producers who wanted to get me that this was my price," he said. "I refused to lower it. So they had to pay if they

wanted me. Before, the fee for a musical score was only P5,000."

Journalism degree

He stopped doing musical scores in 1989 "after producers stopped hiring me." The last talent fee he received was P300,000 for scoring the movie "Paano Ang Ngayon Kung Wala nang Bukas," which starred Kring Kring Gonzales and Ronaldo Valdez. He also wrote the movie's theme, "Sana'y Wala nang Wakas," also sung by Basil.

"The producers stopped hiring me when I refused to lower my rate," Canseco explained.

Before the music, Canseco had the words. He graduated with a Journalism degree from the University of the East, and worked as a journalist from 1964 to 1972. He was an editor at the Associated Press and the Philippine Herald, he said.

The youngest son of Jose Canseco, a doctor of medicine from Cavite, and Ceferina Masangkay, a mathematician from Antipolo, Canseco was a lyricist first before he became a songwriter. He made his first set of lyrics for the record label All Night Stand in 1962. To this day, the written word remains his passion.

"I wanted to use pagpapakamatay or pagpapatikabal (suicide) in a song, but I thought it was too morbid," Canseco related. "So when I wrote 'Paano ba ang Mangarap,' I skirted the word: 'Paano bang mangarap ang isang bigo? Kung ikaw ay lalo nang lumalayo/ Kailangan bang matulog ng sakdal humbing/ Tumakas sa mundo at huwag nang magising' (What is it like to dream and fail? If you would go away? I would need to sleep deeply/ Escape the world and never wake up.)"

The song was sung by Basil, again, and Pilila.

Wasting money

Canseco had also written songs for Kuh Ledesma, Sharon Cuneta, Zsa Zsa Padilla and the other pop stars of the '70s and '80s. He had also written jingles for commercials, which, like most of his songs, have become eternal, like the Hope Cigarette jingle. But despite the hits, Canseco admits that he was not able to save enough money to buy a house.

"The cost of houses went higher faster than my earnings," he explained. "I earned only from



HIS MUSE was Imelda, who asked him to write "Ako ay Pilipino" for then-President Marcos (with him at left) for P1.5 million, an all-time high fee for the songwriter

royalties. I leave it to my children to build a house."

Being a gambler also did not help Canseco with his finances.

"Monte, casino...I regret that now, of course, because I wasted so much money," he said.

In 1981, then first lady Imelda Marcos commissioned Canseco to write a song for then President Ferdinand Marcos' inauguration when was re-elected to the presidency after beating Alejo Santos.

The song, "Ako ay Pilipino," was sung by Kuh Ledesma and earned for Canseco P1.5 million. That fee for a commissioned song remains an all-time high for the songwriter.

Too late

In 1988, running for councilor in the fourth district of Quezon City under the PDP-Laban, Canseco won by a landslide. He said he entered politics "for fun," but ended up serving the city for nine years.

About two years ago, Canseco began suffering from various illnesses. "Diabetes, heart and lung ailment, pulmonary disease, I have all that," he said. "I did not take care of my health. It was too late when I started to become health conscious."

He is also nursing heartaches, like "people getting one over me." And he shakes his head at the songs he hears today.

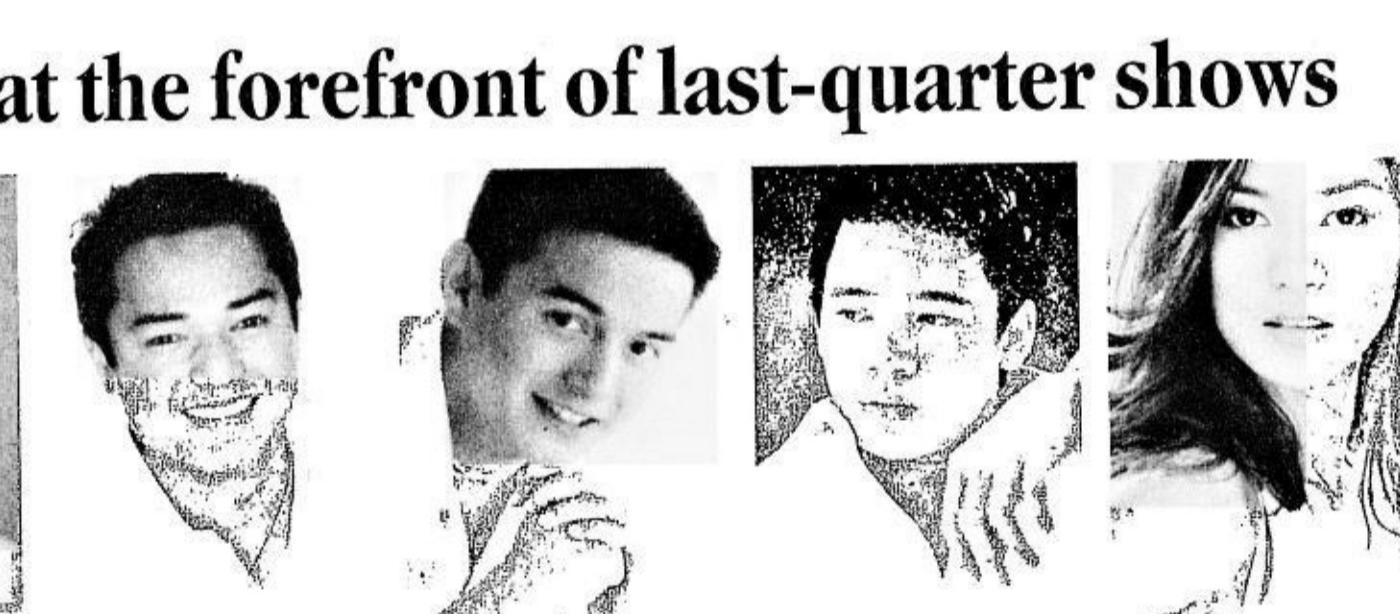
"Even their composers, two or three years from now, would regret writing these songs," Canseco said, referring to the novelty songs and street chants.

He cautions new composers to be more careful in crafting their songs. "When you combine words and music, it doesn't mean that you already have a song," he said. "Words and music do not make a song. A song should come from the soul, the heart. It should be something that you would not be ashamed of because music is a form of communication. And for songs to endure, they must be timeless."



DOTING GRANDPA. He wants to live until his grandchildren, like André, are old enough to pick their own careers.

RUDY ESPERAS



BACKROOM artists have an early Christmas.

Still reeling from the success of her recording, "Tanging Ina Nyo," Backroom talent Ai Ai de las Alas is making the rounds of corporate shows. She is seen on "MTB" and "Tanging Ina" both on ABS-CBN. She goes to Guam with Erik Santos on Nov. 6.

Ai Ai and Erik perform together again at the Araneta Coliseum on Nov. 27 in "The Prince of Pop and the Comedy Concert Queen, Two Solos, One Concert."

Ai Ai is also a special guest in Piolo Pascual's concerts in L.A. on Dec. 11 and in Chicago on Dec. 12.

This early, Erik Santos, one of the busiest singers in town, is in the thick of preparations for his shows. First on his list is his special appearance as a guest of Film-Am Idol Jasmine Trias in "Jasmine Live in Manila" at the Araneta Coliseum tomorrow, Oct. 16. Next is a campus tour on Oct. 21 at the Colegio de Sta. Ana in Taguig with Michelle Ayralde, Gloc 9 and Kim Fores as guests.

On Oct. 28, Erik flies to Legazpi City with K and the Boxers. And on Oct. 30, he is Regine Velasquez's special guest in a concert at the San Luis Sports Complex in Sta. Cruz, Laguna.

Erik will be in Dubai on Dec. 2 for The Filipino Channel. On Dec. 8, he is a guest in Lea Salonga's "Home for Christmas" concert at the Araneta Coliseum.

It's Fan's Day for Erik on Dec. 18 with a special free concert at the Quezon Memorial Circle.

Another concert with the Manila Philharmonic Orchestra awaits him at the Glorietta, also in December.

Ariel Rivera is back with a vengeance as he appears in the teleserye "Forever in My Heart" opposite Regine Velasquez and Richard Gomez. The teleserye is on GMA 7.

Bianca Millado is busy with corporate shows. He has turned entrepreneur with his soon-to-open restaurant at SM Fairview.

Rufa Mae Quinto is equally busy shuttling from one show to another: "Bubble Gang," "Idol Ko si Kap," "SOP" and "Marinara."

Rufa goes to Hong Kong on Dec. 7 to join the Hitmakers concert.

The Company goes on a mall tour at SM Pampanga on Oct. 23, SM Davao on Nov. 14, and SM Batangas on Nov. 28.

The Company also sings at the opening of SM Batangas on Nov. 11. On Nov. 25 and 26, the country's premiere vocal group will have shows at the AFP Theater.

They are also performing in the concerts "The Prince of Pop and the Comedy Concert Queen, Two Solos, Once Concert" starring Ai Ai and Erik and in Lea Salonga's "Home for Christmas," both at the Araneta Coliseum.

K and the Boxers are regular performers at Soundstage on Thursday nights, Ratsky Malate on Thursdays and Ratsky Morato on Fridays. They are also in the following shows: at the Hardrock

"Wazzup, Wazzup" on Studio 23.

Amy Perez is making waves as host of "Deretsahan" on ABC 5. She will soon be seen on "Leyla" on GMA 7. She also hosts "Wow Philippines" on PTV 4.

Dominic Ochoa is one of the hosts of "EK Channel" on ABS-CBN. He is also much in demand as guest in corporate gatherings.

Bianca Gonzalez co-hosts "Y Speak" on ABS-CBN with Karen Davila and Ryan Agoncillo. She is

also on "Review Night," "Wazzup, Wazzup," and "MTV UBReal" with fellow Backroom artist Chase Tinio.

Mariel Rodriguez has just come home after months of shooting "Rouge" in Singapore. The TV series will be shown on MTV all over Asia. She is also on "Extra Challenge" and "Love to Love" both on GMA 7.

Ayen Munji-Laurel is busy promoting her new album, "Thankful," distributed by BMG Records. Ayen sings in Pitoy Moreno's benefit fashion show at the CCP Main Theater on Oct. 26 and 27. She is one of the performers in the ABS-CBN Bantay Kalikasan concert at the NBC Tent on Nov. 17. A major concert is scheduled on Nov. 19 at the GSIS Theater.

Vernie Varga sings in corporate shows. Gretchen Barretto is preparing for some projects. Dawn Zulueta appears in TV dramas and is also busy hosting out-of-town engagements.

Ima Castro is working on some shows.

For inquiries, call Backroom at 435-1108 or 20, or 928-3121.



KAKAI and the Boxers

ENTERTAINMENT

A35

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Romina was an interior design major at the University of Sto. Tomas when an ad agent spotted her while she was cheering for her team at a UAAP game. Her face has since launched a number of fashion and beauty products.

Romina travels in the Philippines and abroad, helps her mom in the family's interior design business, and writes prose and poetry.

She is not afraid to leave the house without makeup, and is often mistaken for an 18-year-old when she is in fact 26. She takes care of her skin by taking vitamin supplements and maintaining a positive outlook. She also uses the Epiderm-A whitening system daily for its promise of a whiter complexion and to keep her

ROMINA Zamora

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"Epiderm-A is all natural," explains product manager Hernandez. "Unlike other brands, we use organic, plant-based ingredients—not animal fat—so our products are not harsh but gentle and effective."

ABS-CBN joins Masskara

ABS-CBN again takes part in an important regional event, this time one that celebrates Bacolod's triumph over adversity, the Masskara festival this October.

For 25 years now, Masskara has symbolized the indomitable spirit of the Negrenses, who rose above the difficulties and crisis that have beset their city and the nation.

ABS-CBN pays tribute to this admirable empowering spirit, through the network's Masskara campaign, "Lupad Bacolod! (Soar Bacolod!)."

The network's nationwide and global coverage via Studio 23, Regional Network Group (RNG) and The Filipino Channel (TFC) will bring this festive, inspiring event to Filipinos here and abroad.

Through the years, ABS-CBN has been instrumental in making the annual festival of masks what it is today: the biggest festive crowd-drawer in the region.

The network's participation in the festival has also contributed to the uplifting of Bacolod's economy.

This year, there are several network-initiated activities meant to intensify public interest in the silver Masskara festival.

ABS-CBN will display giant masks at Masskara Village, bring top bands and stars to Bacolod for the "MOR Gimikan sa Masskara" concert party of RNG's FM station My Only Radio, and produce the festival's very own music video of a Lito Camo composition.

The network will also stage the very first Chicken Inasal carnival to support local entrepreneurs.

Together with the Bacolod local government, ABS-CBN's role in Masskara delivers the message that if Bacolod can do it, then the rest of the Philippines can be inspired to participate in nation building.

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	CODE		
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			Everything You Want
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	RA012		Hey Ya
	RA016		Ms Jackson
	RA035		The Way You Move
	CODE		
	RA026		N'Sync
	RA029		It's Gonna Be Me
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			This I Promise You
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	RA018		R. Kelly
	RA016		Ignition
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	CODE		
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	RA026		Like I Love You
	RA029		Rock Your Body
	RA030		Senorita
	CODE		
	RA015		Maroon 5
	RA024		Harder To Breathe
	RA032		This Love
	CODE		
	RA002		Back Street Boys
	RA008		Quit Playing Games
	RA031		I'll Never Break Your Heart
			Shape Of My Heart
	CODE		
	RA013		Pink
	RA024		God Is A DJ
	RA040		Trouble

Alicia Keys	CODE	The Calling
	RA011	Adrienne
	RA004	Could It Be Any Harder
	RA045	Wherever You Will Go
Avril Lavigne	CODE	Christina Aguilera
	RA007	Genie In A Bottle
	RA021	Come On Over
	RA025	I Turn To You
	RA033	
Amy Winehouse	CODE	Justin Timberlake
	RA012	Like I Love You
	RA006	Rock Your Body
	RA022	Senorita
Back Street Boys	CODE	Maroon 5
	RA028	Harder To Breathe
	RA019	This Love
	RA031	
Britney Spears	CODE	N'Sync
	RA002	It's Gonna Be Me
	RA008	Bye Bye
	RA039	This I Promise You

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Jolina loses reunion movie with Marvin for rejecting ABS Soap

By Jocelyn Valle
Contributor

JOLINA Magdangal said her planned reunion movie with her former love-team partner Marvin Agustin for Star Cinema was aborted because she turned down an offer to do a soap opera for Channel 2.

Star Cinema and Channel 2 are owned by the media giant, ABS-CBN. Jolina and Marvin started their acting careers in Channel 2.

The singer-actress recalled that she talked to Marvin a few months ago in an awards ceremony and they both liked the idea of starring together again in a movie. Their previous movies together include "Gimik," the Reunion Movie," "Flames, the Movie" and "Hey Babe."

Jolina said Marvin had talked about it with the talent management office of ABS-CBN, which relayed the message to Star Cinema bigwigs. Jolina herself and her father, Jun, who is also her manager, had a meeting with the network bosses.

"They told us they would do the movie only if I signed up to do a soap opera with them," Jolina said in Filipino. "We hesitated because a movie is different from a TV show. And we couldn't turn our back on GMA 7 because they helped us when a lot of people were turning me down. So I just said thank you to (ABS-CBN)."

Jolina, who is turning 26 on Nov. 6, started as a member of the 14 K, a singing group formed by Ryan Cayabyab. She blossomed on Channel 2's kiddie gag-variety show, "Ang TV," 12 years ago. She gained popularity because of her singing, dancing and acting talents, plus her knack for setting trends in clothes and accessories.

Jolina and Marvin became a love team when they starred in the '90s teen series, "Gimik," along with Diether Ocampo, G Toengi and the late Rico Yan, among others.

Two years ago, Jolina bolted from the ABS-CBN camp to go freelance. She became a mainstay of GMA 7 shows like "SOP" and the defunct soaps "Kahit Kailan" and "Narito ang Puso Ko," and hosted "StarStruck Kids."

Starting Oct. 11, she and Dingdong Dantes are anchoring the new season of "StarStruck" for teens.

Big fan

Jolina takes over the job originally held by Nancy Castiglione but she hastened to clarify that, contrary to rumors, there's no friction between her and the Canada-born host-actress.

"I know that it's not Nancy's nature to get envious," said Jolina, referring to reports that Nancy supposedly did not like being replaced by Jolina.

A GMA 7 insider said the Kapuso network has other plans for Nancy, who is in the fantasy series "Mulawin" and the seasonal romantic series "Love to Love."

Lino Cayetano, who got his big break as director of "StarStruck," will no longer direct the reality-based star search since he has already signed up with ABS-CBN. His co-director, Rommel Gacho, will take charge of "StarStruck."

Jolina said she has always been a big fan

JOLINA/A38



MARVIN Agustin



SHY GIRL. Jolina, who is hosting the new "StarStruck" for teens with Dingdong Dantes, says if she were 14 today, she wouldn't have the guts to join the reality talent search because she's "very shy."

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101101	My Idol Akel2	Raquel Baloy - NCR
101102	About Me Akel3	Cheeka Santiago - Luzon
101103	Dream Ko Cheska1	Cheeka Santiago - Luzon
101104	My Idol Cheska2	Cheeka Santiago - Luzon
101105	About Me Cheska3	Cheeka Santiago - Luzon
101106	Dream Ko Juven1	Joven Colon - Visayas
101107	My Idol Juven2	Joven Colon - Visayas
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Animation on discrimination wins indie competition

By Seymour Barros Sanchez
Contributor

IMAGINE a chicken egg misplaced in a "balut" factory.

Now imagine the situation as the plot of an animation feature meant to tackle the problem of discrimination. It proved to be a winning formula during the recent Independent Short Film and Video Competition held at the University of the Philippines Film Institute (formerly UP Film Cen-

ter).

"Egg," by Ramon del Prado, was declared Best Film in the Indie Awards organized by the UP Cineastes' Studio.

During the awards rites on Oct. 2, Del Prado, a Communication Arts graduate of the De La Salle University-Taft, said that his entry was conceived out of a desire to come up with a film that will tackle the "common" problem, and at the same time interest children.

"Egg," his undergraduate thesis, is said to be the first-ever attempt of a DLSU student at creating a two-dimensional computer-generated animated film. It was previously screened in July at ArtFilm Greenbelt 1, as part of the Young Cinema Night program of the 6th Makati Cinemanila.

More winners

KC Ramirez was named Best Director for "Mag-isa (Alone)," while Ann Monzon's "Kuwatro

Manos (Four Hands)" received the Kodak Best Short Film prize. Sam Barbaso won Best Screenplay for "Super Tonyo," another animated entry about a gay superhero; and May Victoria Solis got the Indie Audience Award for "Sulyup (Glance)." These four entries were all from the UP College of Mass Communications.

Jeffrey Quizon bagged the Indie Acting Award for "Quezon City," in the role of a man struggling to keep his life in organized

crime hidden from his unsuspecting wife (Julia Claret). The film is Marie Jamora's thesis at Columbia University.

Titam Rebueno and Nilo Alcala won Best in Visual Design and Best Sound Design, respectively, for "Flower Trail," Rebueno's thesis at the UP College of Fine Arts.

The 10 film finalists included Rianne Hill Soriano's "Karsel (Cell)," also from UP CMC; "203," from DLSU-Dasmariñas; and "Pressure Cooker," from San

Sebastian College.

Acclaimed filmmaker and Makati Cinemanila International Film Festival director Amable "Titoy" Aguiluz VI chaired the board of jurors, with Khavn de la Cruz, filmfest director and award-winning independent filmmaker, and Alexis Tioseco, festival programmer and film critic, as members.

"Quezon City," and "Flower Trail" were also screened during the 6th Makati Cinemanila.

They make their mommas proud

By Remy Umerez
Contributor

THEIR mommas as well as their fans have reason to be proud.

Ivory Music & Video recently awarded MYMP (Make Your Momma Proud) the duo's first gold record award for the outstanding sales—15,000 units sold, as certified by the Philippine Association of the Recording Industry or Pari—of their debut album "Soulful Acoustic."

And MYMP won the People's Choice prize in the recent Awit Awards for the hit song "A Little Bit."

The gold record award for "Soulful Acoustic" was given to MYMP not on television but in a live broadcast on radio station Jam 88.3.

"Ang galing talaga," gushes MYMP founder and guitarist Chin Alcantara. "It was a multi-media experience, with Jam 88.3's online messenger receiving reactions from listeners while the awarding was going on. It was also covered by the TV networks. We're really grateful to station manager Eric Perpetua who believed in our song. They were among the first to play 'A Little Bit,' so it made sense to hold it at Jam."

Formed eight years ago, MYMP started out as a rock band that eventually turned into a pop/R&B group that built a following by playing regular gigs in Malate, Quezon City and Makati. It was already one of the most sought-

after acoustic groups in the live entertainment circuit when Ivory Music and Video signed it up.

MYMP vocalist Juris Fernandez has a diva's vocal range but she chooses to avoid the usual Mariah Carey influence and has a style different from those of other singers her age.

Mike Manahan sang "Miss You" in a duet with Juris. But Mike fell in love and quit the group.

Now a duo, MYMP is ready to face more challenges without getting a replacement for Mike.

"Maybe when we do recordings, we'll have a bassist or 'kahonista' to enhance the sound," says Chin, "but as far as packaging is concerned, MYMP is a duo."

Says Juris, "Actually, I don't like having a loud drummer, which they insist on using. In general, we sometimes disagree over our repertoire. Other than that, we are cool."

As recording artists, they have learned the importance of compromise.

"A good mix makes a good album," says Juris. "Our album is dominated by original compositions like 'Tibok ng Puso,' 'Awit ng Puso' and 'Paalam Na,' and we're happy with that. We have a tasteful cover of Bob Marley's 'Waiting in Vain' and The Police's 'Every Little Thing She Does is Magic.' When we do our gigs, most of the requests songs are cover versions. But we make it a point to always sing an original so that our listeners get used to it.



When they request for it, that means they already like the song. That's what happened to "A Little Bit," which we like to consider our signature song."

Hitting the gold was not easy, Juris continues. "We really worked hard for it. We endlessly promoted our album during our gigs, short of begging people to please buy our CD 'coz it's really great."

"We would like to come out with a big thank-you album, something like an all-cover album, for those who regularly watch our gigs. But then again, Ivory president Tony Ocampo advised us that what we started on the first album should be improved upon or at

least continued, which makes great sense."

Does MYMP think acoustic music is on the way out because of the rising singers from the different reality search shows?

"It has always been there," says Juris of acoustic music. "It was called folk before people like Noel Cabangon brought it to where it is now. We and other acoustic acts only made it more pop. As long as there are people who want live, guitar oriented music, it will always be there."

MYMP, also recently honored as best acoustic group in the first SOP Music Awards, hopes to fill up the Folk Arts or at least the Music Museum in a future concert.

GOLD RECORD.
Juris Fernandez (second from left) and Chin Alcantara receive their award from Jam 88.3 station manager Eric Perpetua (left) and Ivory Records president Antonio Ocampo.

3 mothers and a new TV show

MEET mom's new best friend.

These days, motherhood is more than just cleaning the house or cooking for the kids. The demands of modern living have posed the challenge to mothers to be career-oriented, forward-thinking, health-conscious and all-around heroine, not only to their families but also to the people around them as well.

This is the inspiration behind "Mom Ko 'To," the newest addition to the growing list of innovative shows on ABC. Three independent women who are recognized for their achievements in their chosen crafts will share their knowledge and expertise as hosts of the show. One of the hosts is lawyer Rita Linda V. Jimeno, the first woman president of the Philippine Bar Association. A veteran in broadcasting, lawyer Jimeno has been a radio host on Radio Veritas since 1996. Committed to public service, she also anchors another TV show titled "Saklolo Abogado." She is joined in the program by corporate and family law specialist lawyer Fina de la Cuesta-Tantico. This former stage actress also worked as a features writer for Times Journal and Fookien Times. Now, as host of "Mom Ko 'To," lawyer Tantico intends to share her insights on parenthood and provide people with a deeper understanding of the law. Ver-



HOSTS (from left) Isabel Granada and lawyers Fina Tantico and Linda Jimeno

satile actress Isabel Granada completes the trio of the show. A licensed pilot, Isabel will take the viewers to her exciting journeys as a young mother.

Two unique segments set this show apart from other talk shows. First is the segment titled "Legally Free," which will offer free advice about legal issues that arise in the family. Another segment that viewers can look forward to is "Overseas Mom," an inspiring segment that will feature families whose mothers work abroad.

"Mom Ko 'To' will also showcase other segments, which offer beneficial information not only

for mothers but also for everyone in the family. These segments include "Nego-Mom" where they will give practical tips on how mothers can earn extra money and stay competitive in their careers. On the other hand, the segment "Ganda Mo, Mom" will prove that making oneself beautiful inside and out is a piece of cake. Everyone must also tune in to the "Kaya Mo Mom!" segment, which will feature success stories of women in different facets of their lives.

Watch out for the pilot episode of "Mom Ko 'To" on Nov. 6, Saturday, 11:30 a.m. to 12:00 noon on ABC.

DONNA FOR ELEGANCE HOUSEWARE

Donna Cruz has been chosen by H-Star Enterprises Inc. to be the endorser of its Elegance Houseware product line. Although she is not active in show business, people still consider her wholesome, untarnished by intrigues and controversies. Donna is mom to Belle, who turns 5 on Oct. 27, and Cian, 2. She gave up her singing and acting career six years ago to start a new life away from show business. "It's fun to take care of your family," she says. "It's important for me to be able to take care of my family's needs whether it's food, shelter or medicine. I get the chance to work once in a while but nothing compares to the fulfillment I get as a mother and wife." As endorser of Elegance Houseware, Donna will be in newspaper ads, posters and transit ads nationwide. Elegance Houseware includes enamel porcelain, non-stick cookware, gas stove, strainers, sizzling plates, wood products, ironing board and water dispenser, available at major department stores nationwide.



Ace Vergel on 'Kontroversyal'

ACTION star Ace Vergel has had several brushes with the law and also had to fight for his life.

Ace was hospitalized for health problems and is now recovering.

"Kontroversyal" host Boy Abunda interviews Ace on his new lease on life.

What are the actor's plans for the future?

Has he slowed down following the challenges that he once faced?

How does he cope with stress?

"Kontroversyal" also profiles a prostitute who works the malls and why prostitution is rampant in the university belt.

Watch "Kontroversyal" tomorrow, Saturday, 11:30 p.m., on ABS-CBN.

Jolina loses reunion movie with Marvin for rejecting...

From page A37

of the show. "Dingdong didn't believe it at first," she related. "I told him I was able to watch it because it aired during our dinner break on 'Narito ang Puso Ko.' He only believed me when I updated him on what was happening in the search week after week."

She claimed she saw the potentials of winners Jennylyn Mercado and Mark Herras and the runners-up, Yasmine Kurdi and Rainier Castillo, although she also rooted for the tall and

handsome Dion Ignacio, who was booted out in the last elimination week.

Persist, persist

Jolina said that if she were 14 years old today, she wouldn't have the guts to join "StarStruck."

"I'm actually very shy," she said. "I auditioned for 14 K only upon the encouragement of my mother's best friend, and I was so nervous. I never thought my life would turn out this way.

was just a fan back then."

Jolina said competing in "StarStruck" is tough because it's televised. "The viewers see what you go through," she said. "But it's also nice because even those who don't win also work in show business."

She advised show biz wannabes to be persistent, work hard and focus their heart and mind on whatever they want to achieve.

"When you're starting out, you really have to put a lot of ef-

fort and time in your work," she said. "You have to try everything and give all you've got. The hard thing about maintaining your career is that you have to be always on your toes."

Like a painting

There was a time when she wanted to give up, she said. "But my parents told me, 'You went into show biz with your head up, you should leave it alone with your head up.'

"When it's time to leave show

business or when you're no longer popular, at least you have already made a mark," Jolina added. "While you're still trying you'll meet a lot of people who will hurt you but there will also be those who will help you."

Jolina likened her world to a painting, where the subjects can't see themselves and those around them. She gave credit to her family and old friends for enabling her to get out of the painting and see the big pic-

ture.

Although her last movie, "Anne B.", didn't do well at the box-office and her film reunion with Marvin was aborted, Jolina remains upbeat. Aside from "StarStruck," she's also a regular on "SOP." She will start recording a new album soon, and will do a soap for GMA 7.

The new soap will not be "Darna" because she hasn't been invited to audition for the part, Jolina said. "But I'd like to do the villain Valentina, too," she said.



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of the country's best establishments

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Dusit Hotel Nikko's Spooktacular Halloween

AT THE Café, its "Treats and Tricks" just for kids on Oct. 30, Saturday from 11 a.m. to 3 p.m. with an awesome magic show and some Halloween activities. Come in your scariest costume and get the chance to win great prizes from Arla Kid Sticks, Corallyn, Cinderella, Enchanted Kingdom, Garfield, Learning is Fun and Timezone!

To join, diners of The Café with a minimum single receipt of P2,500 from Oct. 1 to 29 get two access coupons (one coupon = one kid) to the event. And on Oct. 30, diners availing themselves of the buffet pegged at P950++ for adult and P475++ for children below 12 years old will automatically get free access to the event. There is also a walk-in rate of P500 per child for those who will not avail themselves of the buffet.

Brace yourselves as Fiesta San Miguel presents "Jitters Night"—a spellbinding, mind boggling, nerve cracking experience you'll never forget on Oct. 29, Friday, 7 p.m. Be awed with master illusionist Herman Aquino and enjoy

the spooky games. Cash prizes await guests with the scariest costume plus a gift certificate on accommodation at Boracay Regency Beach Resort and gift items from San Miguel Corporation.

"Jitters Night" is open to all guests and diners of Fiesta San Miguel. Guests will be charged with a minimum cover charge of P380 net per person, inclusive of 2 mugs of 0.3 liter of freshly brewed beer plus a Halloween gift.

And from Oct. 15 to 31, enjoy an overnight stay in a Deluxe room for only P3,800, with buffet lunch at the Café for two plus two access coupons (one coupon = one kid) to Café's "Treats and Tricks" Halloween activity on Oct. 30.

Spooktacular Halloween was also made possible with the support of Fibisco, Regent Food Corp., Purefoods, Columbia's, Ginbis, Arla Kid Sticks, Nestlé, San Miguel Corp and Leslie's Corp.

For queries and or reservations, call 867-3333 local 3301 and 3304.



GLORIA VISITS ASTORIA

Her Excellency President Gloria Macapal-Arroyo was a special guest at the Astoria Plaza recently. On hand to warmly welcome her are

director for marketing/PR Neil Ruiz while hotel manager Ping Regalado, comptroller Ray Ilagan and front office manager Nico Tiongco look on.



CHEF'S TABLE AT THE BELLEVUE HOTEL

The Bellevue Hotel, Alabang's premier business and leisure venue, organizes by-invitation dinners for its Chef's Table. The intimate feast is hosted by the hotel for its long staying guests and VIPs as a way of showing their appreciation and support. "Our weekly Chef's Table presents us a valuable opportunity to personally meet and get to know our guests. In these intimate dinners, we at The Bellevue show our new friends how much we value their trust and confidence in our service," The Bellevue Hotel

general manager Cyndy Tan-Jarabata said. The weekly activity gathers expatriates, high-level executives and their spouses for a full-course dinner especially prepared by The Bellevue's executive chef Hans Peter Eckstein. Aside from big events such as fashion shows, golf tournaments and art exhibits, the hotel leads in giving its guests personalized service through small get-togethers such as GM's Cocktails and monthly wine tastings. Call The Bellevue at 771-8181 for inquiries.

'Day Time Special' extended at City Garden Suites-Manila

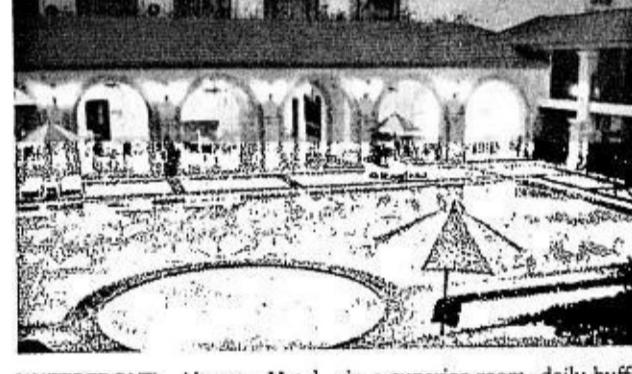
GET the best hotel deal as City Garden Suites-Manila extends its Day Time Special promo. For as low as P1,200 (check in anytime between 10 a.m. to 4 p.m. for 8 hours) enjoy and relax in its exquisitely furnished rooms and experience the best hotel service in Manila. The Day Time Special promo also comes with free welcome drinks for two, free newspaper and free use of Internet at the Business Center for one hour.

Its wedding and debut packages comes

for as low as P32,000+ inclusive of sumptuous dishes for 50pax, a cake, souvenirs, floral arrangements and other amenities. Reception venues may be held at any of its cozy, fully equipped function rooms namely Lily, Lavender and Lilac complemented with the trendiest banquet set up.

The City Garden Suites-Manila is located at 1158 A. Mabini Street, Ermita, Manila. For inquiries and reservations call 536-1451 or e-mail cityreservations@citygardenhotels.com

Waterfront's Halloween promo



WATERFRONT Airport Hotel and Casino Mactan makes your Halloween weekdays as enjoyable and relaxing as your weekends.

From Oct. 25 until Nov. 5, relax and enjoy in the cozy guestrooms of Waterfront Airport Hotel as it brings you Halloween Weekday Specials. For only P2,200, enjoy an overnight stay

Halloween Holiday at the New World Renaissance Hotel

AN EXCITING Halloween weekend awaits all families specially children at the New World Renaissance Hotel as it offers a tempting room package on Oct. 29 to Nov. 1. Enjoy plush facilities coupled with the hotel's savvy service at P2,950++ (room only) or P3,950++ (includes a sumptuous buffet breakfast at the bustling Coffee Shop) per night. These special room rates are for a maximum of two adults and two children below 12 in a Deluxe Room. A 25-percent discount coupon is also given for those who avail themselves of the Halloween Holiday Room Package for lunch or dinner at the Coffee Shop.

The Halloween weekend stay features the Black Cat Children's Halloween Party on Oct. 31 and Nov. 1 from 3 to 6 p.m.

Children will receive a special invitation to this fun-filled event should their families avail themselves of the Halloween Holiday Room Package. The Children's Halloween Party, which is exclusive for hotel guests, promises an exhilarating afternoon of games, magic show, chamber of horrors, trick or treats, goodie bags, and of course, a terrifying cast of characters. Children are encouraged to come in their scariest costumes.

Diners at the hotel's Emperor Court Chinese Restaurant and Coffee Shop on Oct. 31 and Nov. 1, get a chance to attend the Black Cat Children's Halloween Party as they will be able to purchase special entry tickets at P500 per child.

For more information and reservations, call 811-6888.



ENTERTAINMENT

Jennylyn: No bitterness, only forgiveness in my heart

By Jocelyn Valle
Contributor

ALTHOUGH Jennylyn Mercado said she didn't have bitterness in her heart about being a battered child, she admitted wishing not to see her tormentor ever again.

"I hope he won't show up anymore," she said, referring to her stepfather who maltreated her when she was 3 years old.

In a press interview last Monday, newspaper clippings (including the INQUIRER, dated May 4, 1991) of Jennylyn's rescue from her abusive stepfather were passed around.

According to the news reports, Jennylyn's mother, who was then working in Dubai, had left her in the care of her stepfather. In late

April 1991, their neighbors were alarmed when the girl's stepfather beat and kicked her until she fell down the stairs at their old residence in Mandaluyong. The neighbors alerted her aunt, Lydia Mercado, who then sought the help of the police.

In the pictures, Jennylyn had swollen and bruised eyes, as well as cigarette burns on her arms and hands. A hot flatiron had been pressed on her back, the reports said.



ULTIMATE SURVIVOR. Jennylyn, who survived the "StarStruck" search, was traumatized by the beating, bruising, burning and other violations but she also grew stronger.

Last Friday, Jennylyn showed the scars that told a violent story. That story was to be dramatized on GMA-7's "Magpakailanman" last night.

The singer-actress, who emerged as the female ultimate survivor of "StarStruck" together with Mark Herras last year, said she wasn't sexually abused.

Her stepfather spent only a couple of days in detention because her mother hastily came home upon hearing the news of the abuse and bailed him out, she said. She has not seen her stepfather since then, she said.

Legally adopted

She recalled that she last saw her mother when she was in grade four.

"She had come from London then," she said. "She already had her own family. Now I don't have news from her."

Jennylyn said she decided to come out with her story because incidents from her past have been revisiting her lately. For instance, her father, who has been working in Korea for a long time now, recently returned to her life and asked that she use his family name again.

Jennylyn said she has been legally adopted by her aunt, whom she calls Mama Lydia.

She said she wanted people to understand her. "I've been labeled as *soplada, may sariling mundo, maldita* (aloof, lost in my own world, a brat)," she said. The truth is, I was traumatized by the abuse. For a long time, I was afraid of people. When somebody rang the doorbell at home, I would get scared and hide inside the cabinet. I would suddenly wake up in the middle of the night and cry because I felt somebody was trying to catch me."

Complete and true

She said she told her story because she also wanted to preempt any news about her life as a battered child lest it be reported inaccurately.

"It's better that I break the news," she said. "It will be complete and true."

She said she was ready to relive that part of her life as it was dramatized on television. "The memories came back to me while I was taping for the episode," she said. "Although I wasn't able to watch the taping of the scenes where a child actor was being beaten up, I made it a point to visit the set."

Jennylyn said she survived the harrowing experience with the help of her adoptive parents. "They brought me up well," she said of Mama Lydia and her husband. "There's no hatred in my heart now, only forgiveness."

The experience, she added, has taught her to be stronger and more open.

She said she's now trying to hook up with a foundation that helps abused children. She said young people who are in a similar situation should never let themselves be abused, be afraid or to lose hope.

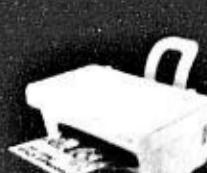
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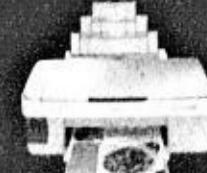
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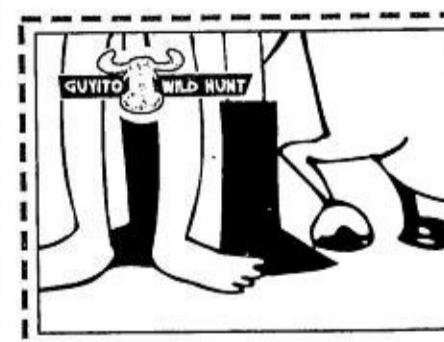
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Deadline of Entries:

Monthly Draws: October 17 and Nov. 17, 2004

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Draw Dates:

Monthly Draw: October 22 and Nov. 22, 2004

Grand Draw: Dec. 21, 2004

See posters and print ads for details.

Per DTI Permit No. 2147, series of 2004

Drop in drop boxes located at Ayala and Robinson's cinema lobbies, and all LBC and Netopia branches. You may also mail entries to: Guyito Wild Hunt, PDI Bldg., corner Yague and Mascardo Sts., Chino Roces Ave., Makati City.

BUSINESS

Text us your feedback: Inquirer biz name/city/message to 2207 (Globe) or 283 (Smart)

Gov't blacklists 235 contractors

INDICATORS

CURRENCIES

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	P	56.445 = \$
As of 5 p.m., Oct. 14, 2004		
V	109.56 = ₩	
As of 5 p.m., Oct. 14, 2004		

GOLD: \$414.60-415.10 per ounce Hong Kong, Oct. 14, 2004

Country	Unit	Euro	Dollar Equivalent	Peso Equivalent
United States	Dollar	0.809717	1.000000	56.4120
Japan	Yen	0.007381	0.009116	0.5143
United Kingdom	Pound	1.453360	1.794900	101.2539
Hong Kong	Dollar	0.103891	0.128305	7.2379
Switzerland	Franc	0.647152	0.799233	45.0863
Canada	Dollar	0.644781	0.796305	44.9212
Singapore	Dollar	0.480829	0.593824	33.4988
Australia	Dollar	0.585902	0.723589	40.8191
Bahrain	Dinar*	2.147904	2.652661	149.6419
Saudi Arabia	Rial	0.215925	0.266667	15.0432
Brunei	Dollar	0.479406	0.592066	33.3996
Indonesia	Rupiah	0.000089	0.000110	0.0062
Thailand	Baht	0.019563	0.024160	1.3629
UAE	Dirham	0.220463	0.272272	15.3594
Euro	Euro	1.000000	1.235000	69.6688
Argentina	Peso	0.272402	0.336417	18.9780
Brazil	Real	0.285715	0.352858	19.9054
Denmark	Kroner	0.134460	0.166058	9.3677
India	Rupee	0.017691	0.021848	1.2325
Malaysia	Ringgit	0.213112	0.263193	14.8472
Mexico	New Peso	0.071853	0.088739	5.0059
New Zealand	Dollar	0.545999	0.674309	38.0391
Norway	Kroner	0.122000	0.150670	8.4996
Pakistan	Rupee	0.013598	0.016793	0.9473
South Africa	Rand	0.122986	0.151888	8.5683
Korea	Won	0.000705	0.000871	0.0491
Sweden	Kroner	0.110462	0.136420	7.6957
Taiwan	Nt Dollar	0.023892	0.029507	1.6645

STOCK MARKET

Shares close 0.37% higher

SHARE prices yesterday closed 0.37 percent higher on continued selective bargain-hunting, dealers said.

The market remains in consolidation mode and investors quickly took profits on intra-day gains given concerns over record oil prices, a sharp uptick in inflation and prospects of slower economic growth.



(See stock market report on Page B6)

SHARES/B7

By Ronhel W. Domingo

THE CONSTRUCTION Industry Authority of the Philippines, an attached agency of the Department of Trade and Industry, banned 235 construction companies from participating in government projects for various violations.

Trade and Industry Undersecretary Adrian S. Cristobal Jr. said in a statement that as of Sept. 30, the blacklist included 151 companies whose licenses were denied, revoked or suspended by the Philippine Contractors Accreditation Board (PCAB) for failure to comply with the Contractors' License Law.

Those whose licenses were revoked were also prohibited from engaging even in private sector

projects.

Cristobal said various government agencies tagged another 84 firms for offenses provided under the Uniform Guidelines for Blacklisting Contractors involved in Public Construction.

These agencies include the Department of Public Works and Highways, National Housing Authority, National Power Corp., Metropolitan Waterworks and Sewerage Services, National

Transmission Corp., National Irrigation Authority, Philippine Atmospheric Geophysical and Astronomical Services Administration, and the Department of Health.

He said the common reasons for the blacklisting of the construction firms were abandonment of projects and delays in the project implementation.

According to the CIAP, about 130 companies on the PCAB list were automatically banned from participating in the prequalification, bidding and undertaking of any government or private project for a given period of time since they do not have the proper licenses.

Of these, 95 firms have their li-

censes revoked while 35 had theirs suspended. The suspension will be automatically lifted after the prescribed period and the concerned companies would eventually be removed from the blacklist.

Eighty-four companies blacklisted by the government agencies may continue to conduct business with the private sector so long as they have valid licenses issued by the PCAB, Cristobal said.

These firms would need a delisting order from the government agency that had included them in the list. The delisting order would be issued when the erring contractors have fulfilled their obligations with the particular agency.

BIR set to sue 200 tax delinquent companies

By Michelle V. Remo

THE BUREAU of Internal Revenue said it would file tax evasion cases against about 200 companies before the end of this year.

It also said it had already detected the tax delinquency of thousands more companies, refuting insinuations that it did not have a grasp of the extent of the tax dishonesty problem in the country.

Revenue Commissioner Guillermo Parayno Jr. said the 200 tax-delinquent companies had assets of at least P10 million. These, he said, included large companies worth billions of pesos. He said the BIR was able to determine the extent of the delinquency of these firms during the BIR's tax mapping operations.

During the tax mapping operations, revenue officers were sent to the field to check the tax compliance of business establishments, which were required to show their

books and their BIR registrations, and to determine whether they were issuing receipts.

Parayno made the announcement in response to reports that the Federation of Filipino-Chinese Chambers of Commerce and Industry (FFCCI) was aware of a significant number of billionaires and multimillionaires who would avail themselves of the proposed tax amnesty program, if the terms were right.

The FFCCI, during a Senate hearing on the tax amnesty bill last Tuesday, was pushing for the lowering of the rate of the amnesty tax from the government-proposed 3 percent to only one percent. The group said a 3-percent rate would not be enough to encourage the tax cheats to surface.

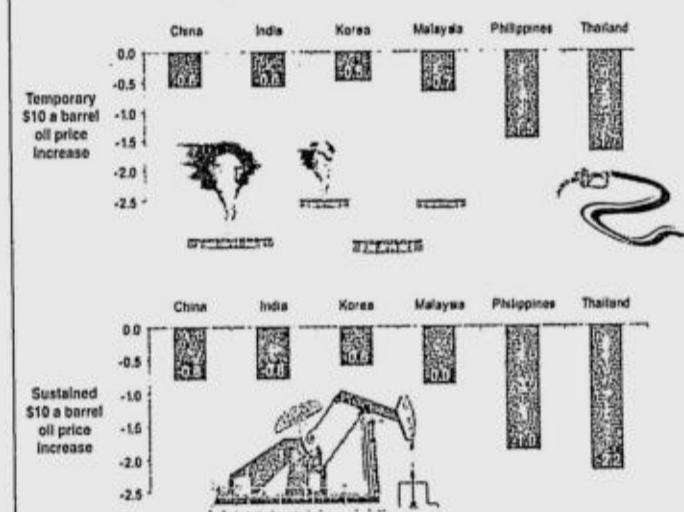
The BIR said its prosecution department was already preparing the documents, including

INQUIRER MONITOR

Figures that matter in our nation's life

Oil price hike effects in Asian economies

(2005, in percentage points)



Source: Asian Development Bank

ALTHOUGH the Philippines has reduced its dependence on imported oil over the last two decades, oil price increases will still impact negatively on the country's growth. Whether it is a temporary or a sustained price hike, the country will be the second worst hit oil-importing economy among Asian countries, next to Thailand.

Maricar D. Tolosa, PDI Research

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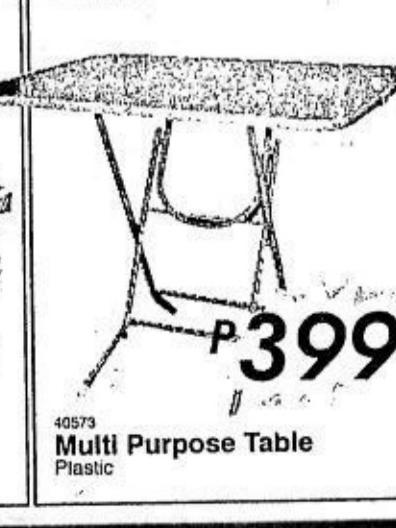
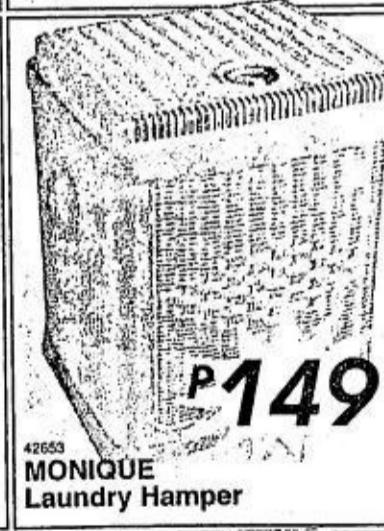
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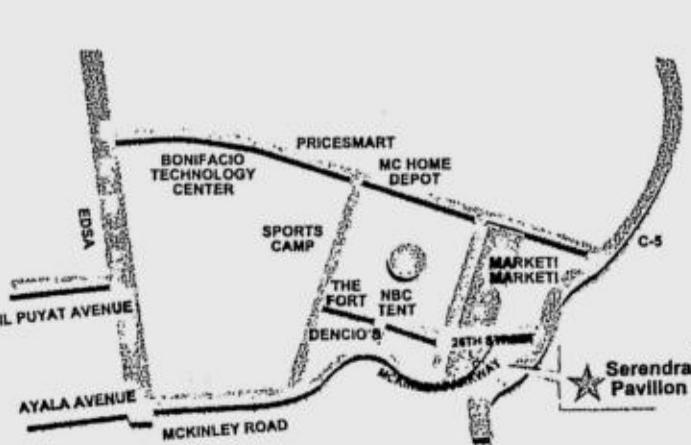
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Investments of Variable Life Insurance Contracts	Current Week October 12, 2004
Bond Fund - Peso	1.15486
Managed Fund - Peso	1.24190
Bond Fund - US Dollar	1.0601
<small>Note: These investments of variable life insurance contracts are not mutual funds. Life insurance products are regulated by the Insurance Commission.</small>	Last Week October 05, 2004
	1.15438
	1.24911
	1.0589

ABS-CBN is not letting ABC 5 go off easily with the upstart station pirating three ABS-CBN correspondents.

But instead of hitting ABC and station owner Antonio Cojuangco Jr., alone, the Lopezes are also whacking three of its former staffers with a P21-million damage suit for having flown the coop and joining the competition allegedly in breach of their contracts.

This afternoon—which is rare, to set a hearing on Friday afternoon—Quezon City

Now showing: The Pirates

COCKTAILS



Victor C. Agustin

Regional Trial Court Judge Hilario Laqui is scheduled to hear the testimony of journalist Ed Lingao, before Anne Torres and Jade Lopez, who were all colleagues in Channel 2's "The Correspondents."

Even before his testimony, Lingao is already threatening to spill the editorial secrets of his former network, which, if true, is guaranteed to be a ratings blockbuster bigger than any of the soap operas and similar pap the networks have now been carpet-bombing the airwaves with.

And, given the deep pockets of the principals, even the lawyers—Poblador Bautista & Reyes for ABS-CBN, and Herrera Teehankee Faylona & Cabrera for ABC—are only too

happy to slug out the case all the way to the Supreme Court.

As if to underline their shallow pockets, the three broadcast journalists have chosen to retain a pro bono lawyer, Chel Diokno, from the Free Legal Assistance Group.

Polo first, taxes later

BANCO Filipino vice chair Albert "Bobby" Aguirre is preparing for next weekend's polo event of the year in Sydney, where his Los Tamaraos team will compete with the home team in the annual "Polo by the Sea" international tournament at the picturesque North Narrabeen Reserve in the city's outskirts.

The billionaire playboy is described in the Australian polo circles as "one of the (Philippines') leading businessmen who owns polo properties around the world, including Timor Polo in the Hunter Valley," a wine and tourism region two hours' drive north of Sydney.

While the bank owner is having fun with the jet set and the beautiful people, the Las Piñas City Hall is in the meantime preparing to auction off several pieces of Banco Filipino and BF Homes property to cover their millions of real estate tax delinquencies, some dating as far back as 1979.

Among those set to be auctioned on Nov. 16 are the BF Homes clubhouse and swimming pool, as well as the water tank servicing the sprawling subdivision.

Comings and goings

- OUTGOING PBCom president Isidro Alcantara Jr. is said to be moving to the local HSBC unit before joining his family in Canada. If the deal with HSBC pushes through, Alcantara will end up working as a company transferee to HSBC Canada as well.

- BANGKO Sentral Governor Rafael Bueaventura will try, and most likely will succeed, to talk the bank's investment relations officer Corazon Guidote out of resigning.

Heard through the grapevine

THE MONTESSORI school of Ambassador Preciosa Soliven is asking the Ortigases to donate an area for additional parking lots for the school's expanding population.

In exchange, Soliven will drop her and her husband's media blitzkrieg against the Ortigas plan to build a new prayer room—or "mosque," as the Solivens insist on calling it—for the Muslim vendors in the Greenhills mall.

(Email: cocktales_pdi@yahoo.com or cocktales_pdi@hotmail.com)

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Time ticking for RP as ratings agencies circle

THE PESO'S sickly performance and looming visits from rating agencies signal time is running out for the Philippines to show its creditors and international markets that it can match years of reform talk with action.

Three months into her new term, President Macapagal-Arroyo has yet to convince investors she can push through painful reforms needed to end the country's addiction to debt.

Rising global interest rates and oil prices are exacerbating pressure on the country's ratings and currency.

With ratings agencies starting to voice concern over the lack of progress, another three months of inaction on plugging the \$3.6 billion annual budget deficit could be fatal, analysts say.

A one-notch downgrade on the country's \$56 billion foreign debt pile to three notches below investment grade would sharply raise borrowing costs, diverting more resources away from spending and making it even tougher to cut the deficit.

The peso, which touched its record low of 56.45 to the dollar for the second straight day on Thursday, would inevitably suffer.

The Philippines, which has run fiscal deficits in 10 of the last 14 years, pushed back on Monday its target date for achieving a balanced budget to 2010 from 2009.

"So far, the progress has been underwhelming," said Adam Le Mesurier, vice president of Asia Pacific economic research at Goldman Sachs in Singapore.

"The tone of comments coming out of Manila in the last month or so has suggested some delay or backtracking in terms of the schedule of fiscal reforms," Ms Arroyo said in August that the Philippines was in fiscal crisis, but some analysts believed she was using shock tactics to win enough political support for new measures aimed at raising an extra P100 billion in revenues each year.

Lawmakers have been grumbling about eight bills that Ms Arroyo wants Congress to pass in order to raise one of Asia's lowest tax rates and trim some fat from the bloated bureaucracy.

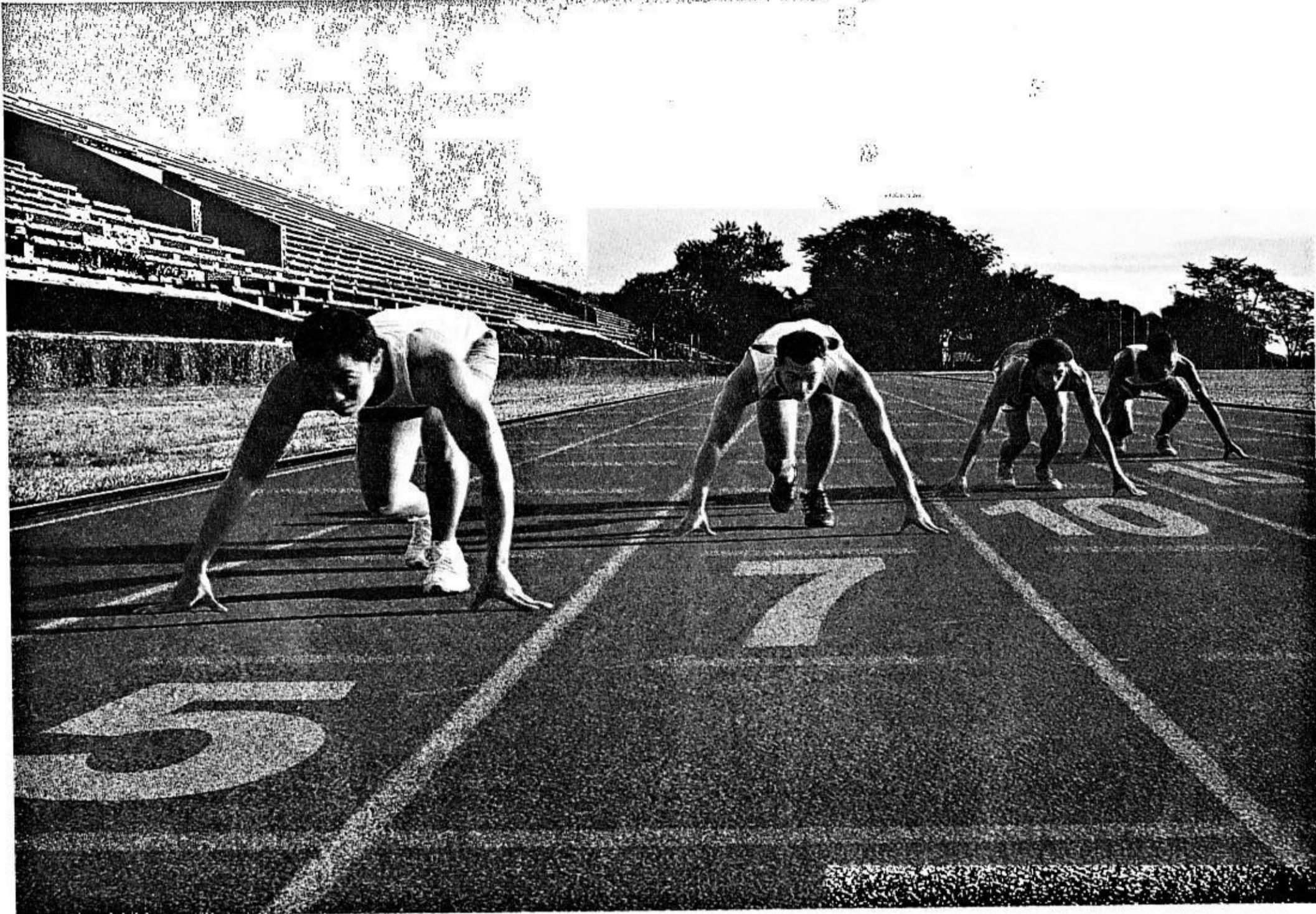
The legislature, now on a month-long break, is running short of time with another week-long recess due in November and the house adjourning for Christmas on Dec. 20.

"There is no doubt that there is a sense of urgency," Ralph Recto, the head of the Senate's ways and means committee, said. "The only problem is the type of tax bills that were submitted to Congress."

Standard and Poor's said last week that it might reconsider its stable outlook on the Philippines, Asia's most active issuer of sovereign debt, if there was no action on the tax bills or a power rate hike this year.

It may be beaten to a downgrade by rival Moody's, which is sending a team to the country next month and already has a negative outlook. Rising global interest rates and surging oil prices are adding to pressure on the oil importing nation.

Reuters



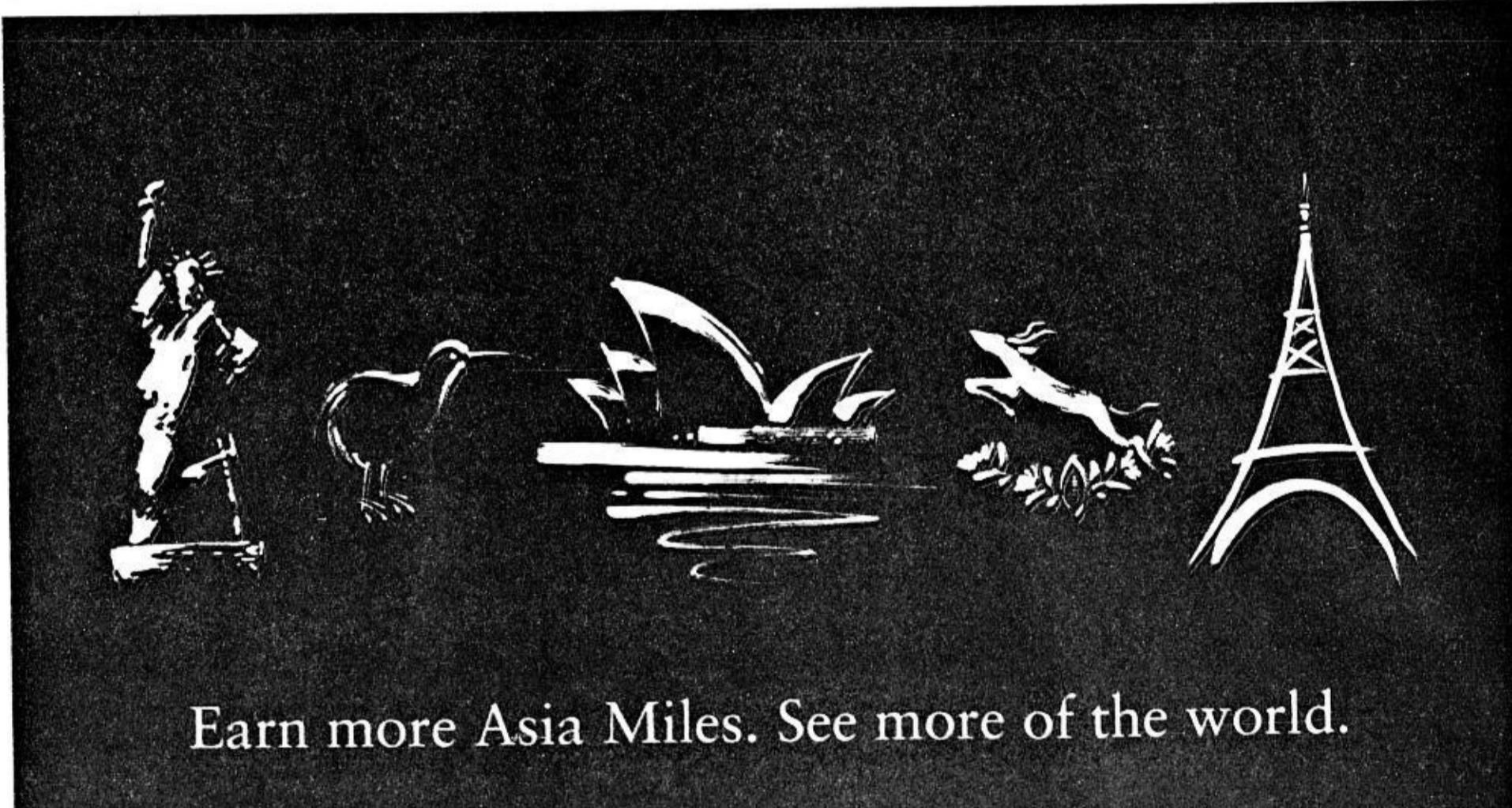
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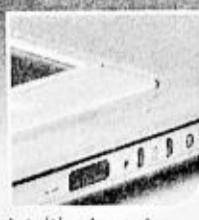
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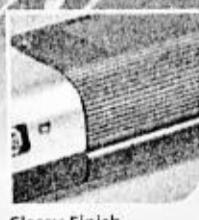
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B6 BUSINESS

FRIDAY,
OCTOBER 15, 2004

Airlines seeking added fuel fees

By Clarissa S. Batino

THE PHILIPPINE Airlines has asked the Civil Aeronautics Board to grant an increase on the fuel surcharge imposed on overseas flights to as much as \$14 for every one-way trip.

Air Philippines Corp., another airline company of Lucio Tan, also sought the CAB's approval to start collecting a \$6 fuel surcharge on every one-way chartered flight to China.

Singapore Airlines and affiliate firm SilkAir have also filed petitions to increase their fuel surcharges on top of the \$5 per sector they have been imposing.

PAL and Cebu Pacific have been collecting a fuel surcharge of \$6 for every one-way foreign trip since late June. The Gokongwei airline firm had not petitioned the CAB for an increase in the fuel surcharge.

The fuel surcharge is added to the ticket price and should be removed once prices

AIRLINES/B9

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
Asiatrust Dev Bank Inc.	3	3	3	3	5,000
Banco De Oro Univ. Bank	18.75	18.75	18.5	18.5	32,000
Bank Of The Phil. Islands	48	48	47	47.5	686,900
China Banking Corp.	530	530	530	520	2,520
Equitable PCI Bank Inc.	42.5	42.5	42.5	42.5	6,100
Metropolitan Bank & Trust	28	28.5	27.5	28	106,700
Philippine National Bank	23	23	22.75	22.75	36,500
Rizal Savings Bank	28	28	27.5	27.5	10,300
Rizal Comm. Banking Corp.	12.75	12.75	12.75	12.75	30,000
Security Bank Corp.	20.75	21	20.5	21	46,800

(As of October 14, 2004)

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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FINANCIAL SERVICES BANKS

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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Bankard Inc.

Manulife Financial Corp.

Sun Life Financial Inc.

COMMERCIAL & INDUSTRIAL COMMUNICATION

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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ABS-CBN Broadcasting Corp.

Digital Telecom Phils Inc.

Globe Telecom Inc.

Ilonggo Inc.

Island Info And Tech Inc.

ISM Communications Corp.

Liberty Telecom Holdings

Manila Bulletin Publ. Corp.

Philippines Tel. Corp.

Phil. Telegraph & Tel. Co.

Phil. Long Dis Tel Co.

Invantage Corp.

Philweb Corp.

POWER & ENERGY

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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Manila Electric Co. A

Manila Electric Co. B

Petron Corp.

TRANSPORTATION SERVICES

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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Int'l Container Term'l Sv

Keppl Phils. Marine Inc.

Engineering Equio. Inc.

Republic Glass Hdq. Corp.

Union Cement Corp.

CONSTRUCTION & OTHER RELATED PRODUCTS

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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ABS-CBN Hdq. Corp. (Pdr)

PLDT (10% Prof) Series Q

PLDT (10% Prof) Series S

OTHERS

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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Jardine Davies Inc.

Matsuhisa Elec Phil. Corp.

Music Semiconductors Corp.

Mabuhay Vinyl Corp.

Picrop Resourses Inc.

Stencil Manufacturing

HOTEL, RECREATION & OTHER SERVICES

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
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Belle Corp.

</div

RP eyes Japanese agri mart

By Christine A. Gaylican

THE PHILIPPINE panel tasked to negotiate for greater market access to Japan has expressed confidence that Asia's biggest economy would finally open the floodgates for local agricultural products.

This is exchange for the liberal entry of Japanese industrial products to the Philippines.

"Hopefully, the Japanese will be more reasonable. If they are not willing to move on agriculture products, we will not move on industrials," said Agriculture Assistant Secretary Segfredo Serrano, a member of the negotiating panel.

Philippine negotiators will work on a bilateral trade framework to ease trade of agriculture and industrial products in the 5th round of the Japan-Philippines Economic Partnership Agreement, scheduled for Oct. 25.

Japan proposed that Philippine tariffs on most of its industrial products be immediately removed, but did not want to do the same for its agricultural products.

Serrano said that this was unacceptable.

He added that agriculture products should be exported freely to Japan, the same way that Japanese automobiles, steel products and petrochemicals enjoy wide access to the local market.

"Concessions should go both ways. There must be significant market gains for agriculture products, especially the processed products," said Serrano.

Industry and private sector groups, meanwhile, said the Agriculture and Trade departments should consolidate their proposals before negotiators face their counterparts on October 25.

Former Agriculture and Trade Undersecretary Ernesto Ordonez said in a forum yesterday that the Trade Department must be careful with its policy statements, especially in its bilateral trade agreement with Japan.

"We must be vigilant and on the offensive in pushing our gains. The JPEPA is just one arena that we could take advantage of and the DTI should not concede if it's just to (Japan's) advantage," he said.

Tambuyog Development Center, a non-government organization that will take part in the negotiations, added that some environment guidelines must also be included in the JPEPA.

Destiny merges with cable firm

By Elizabeth L. Sanchez

THE SECURITIES and Exchange Commission has approved the merger of businesswoman Elena Lim's Destiny Cable with The Global Cable Inc.

In a resolution, the SEC allowed the union of the two cable firms, with Destiny as the surviving company.

The merger would increase Destiny's share of the cable television market to an estimated 25 percent.

Global Cable was put up in the early '90s and had managed to increase its market in Manila, Makati, Pasay, Mandaluyong and San Juan despite the strong presence of rival Home Cable.

Global Cable has P20 million in capital, with assets pegged at P86.12 million.

Under its merger plan, Destiny will assume all assets and liabilities of Global Cable.

Destiny will not issue new shares nor increase its authorized capital stock.

The SEC noted that both companies were insolvent, since current assets were not enough to cover current liabilities.

As of March, Destiny Cable had P1.76 billion in liabilities, while assets were estimated at P610 million.

Global Cable's liabilities, on the other hand, amounted to P93.5 million, against P86.12 million in assets.

Upon their merger, assets will amount to P696.3 million against P1.85 billion in liabilities.

Global's creditors, however, have consented to the merger.

In another development, the SEC approved the merger of property firm Surfield Development Corp. with its subsidiary, Property Equities Inc.

Surfield, largely owned by Macondray Holdings Corp. and Lapanday Holdings Corp., will be the surviving firm.

Surfield's assets amounted to P690.5 million, while that of Property Equities stood at P48.6 million.

Shares close . . .

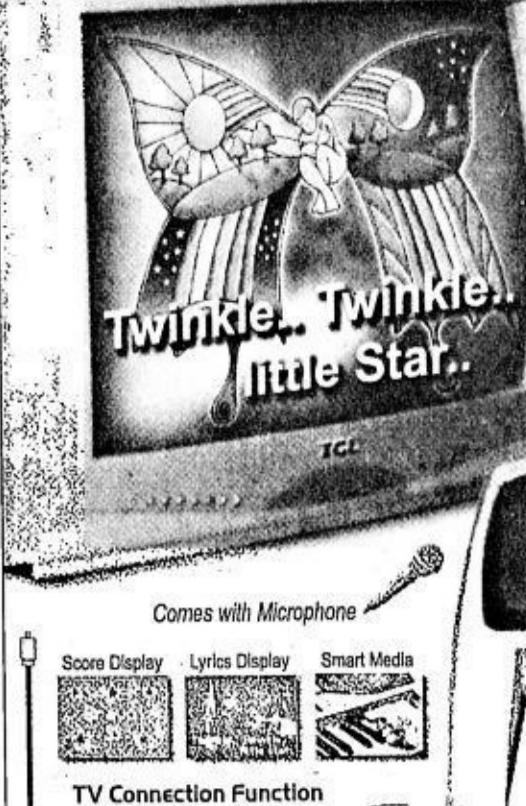
From page B1

The Philippine Stock Exchange composite index rose 6.57 points to 1,797.30 after trading between 1,790.73 and 1,806.06.

The broader all-shares index gained 4.22 points at 1,126.46.

Gainers marginally beat losers 33 to 30, with 51 stocks unchanged.

Volume was 2.3 billion shares worth P979.35 million after 2.45 billion shares worth P1.17 billion on Wednesday. AFP



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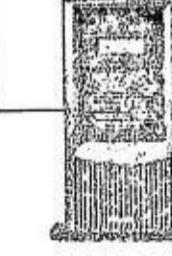
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XEON

Airlines seek ...

From page B6

of jet fuel ease. The price per barrel of aviation fuel stood at \$59.68 as of October 14 compared to \$55.30 a month ago. In June, it stood at \$44 per barrel.

In a petition filed Oct. 8, the Philippine Airlines sought an additional \$8 in fuel surcharge for every one-way trip to and from the United States, Canada and Australia. Once approved, PAL's fuel surcharge on long trips would be at \$14 per sector.

PAL also asked for an additional \$4 on every one-way trip to and from the Middle East to \$10, and an additional \$2 on every one-way trip on the remaining foreign routes to \$8.

PAL, Cebu Air Pacific and Air Philippines have also asked the CAB to grant their requests to impose a fuel surcharge of between P200 and P400 on domestic routes.

Hong Kong's Cathay Pacific was the first carrier to be granted an additional fuel surcharge. Cathay was originally allowed by the CAB to collect a fuel surcharge of \$5 on short trips and \$14 on long haul flights.

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A master plan for poor fisherfolk

By Ernesto M. Ordoñez

Numerous studies have shown that the poorest among the poor in the Philippines are the municipal fisherfolk. To get an idea what this means, a glimpse at the lives of the poor fisherfolk in Barangay San Andres, Tavina, Zamboanga Del Sur may prove helpful.

COMMENTARY

Ka Amie Cadondoy of San Andres reports that in her barangay, they catch fish only from June to October. For the remaining seven months, the winds are too strong to go fishing. While they are able to eat part of their fish catch during the fishing season,

many go hungry from November to May. They have to borrow money at usurious rates to buy food. If corn grits are too expensive, they eat cassava or kamote instead. Sometimes, they have one meal a day. Their only viand is bagoong, which they buy at P5 a

glass. They make this bagoong last for five days.

In this municipality, the 5-6 lending system is used. The 20% interest rate is often collected on a weekly basis. It is no wonder that many fisherfolk are perpetually in debt, go hungry and are among the poorest in the Philippines.

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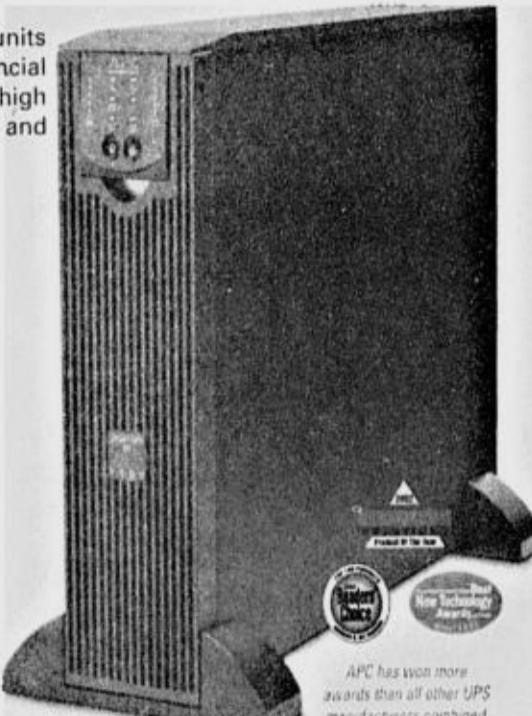
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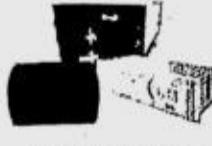
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Sub-sector	% of Fishermen Production Value	Fishermen	Growth Rate
Municipal	89%	890,000	2.5%
Commercial	7%	70,000	2.1%
Aquaculture	4%	40,000	28.4%
Total	100%	1 Million	12.2% (Average)

Fisheries project

Realizing this problem, the Department of Agriculture (DA) launched the Fisheries Resource Management Project (FRMP). Foreign funding will come from the Asian Development Bank.

On Aug. 23, Director Malcolm Sarmiento of the DA's Bureau of Fishery and Aquatic Resources (BFAR) led the "FRMP Policy Forum and Action Planning on the Municipal Fisheries Agenda."

Ephraim Batungbacal of the Tambuyog Development Center summarizes data from this forum and other sources in the table above.

During this forum, Sarmiento described the DA's new aquaculture programs. These were largely responsible for the sub-sector's impressive 28.4% growth rate.

While some of the aquaculture projects benefited the rich (e.g. one hectare for prawn development requires at least P1 million investment), others benefited the poor. An example is the raising of super tilapia in makeshift ponds by small farmers. This was part of a tilapia master plan that took P400,000 out of the P3.5-million master plan formulation budget in 2001. Unfortunately, the proposed P10-million budget for 2002 was scrapped and has not been revived since.

When the small municipal fisherfolk asked if there was a fisheries master plan, the answer was negative. They felt that a master plan would have provided an equitable distribution of government support among the three fishery sub-sectors. They believe that the richer aquaculture sub-sector, which constitutes only 4%, of the group were allocated some of the resources that could have gone to the poorer municipal fishery sub-sector. They constitute 89% of the sector. Had this been done, municipal fisherfolk believed they would have achieved a much higher growth rate than 2.5%.

Sometimes, illegitimate aquaculture would benefit from the government at the expense of municipal fisherfolk. The case of Ka Pedro Perficio from Barangay Tahaw, Pinamungahan, Cebu was cited. Because of the illegitimate conversion into shrimp farms of vast mangrove areas, which are the fish spawning grounds, Ka Pedro was deprived of his livelihood. This was because he had no more fish to catch. Added to this is the environmental degradation and ecological imbalance that resulted in the area.

Development plan

During this forum, a special

workshop was created to formulate an integrated fisheries development master plan. Among the key contributors during this workshop were Charlie Capricho, president of Pambansang Alyansa ng mga Mangangisda at Pamunuan ng Organisasyon (Pampango) and Dr. Florangel Bria, president of the Asian Institute of Journalism and Communication.

It was proposed that on Feb. 14 next year, the DA would give as its Valentine's gift to the municipal fishers a fisheries master plan. This would address both growth and development, as well as poverty alleviation and environmental degradation.

It would be formulated through a joint effort of the government, fisherfolk and industry. They will see to it that most of the resources will be allocated to the poor, they will quantify how much goes to the municipal fishers and provide measures to prevent corruption. Other issues that would be addressed are land and water relationships, carrying capacity, and a comprehensive fisheries management system that includes mapping, production, protection and conservation.

Experts

In completing the master plan, experts will be needed to provide accurate data and scientific analysis. Such experts can be found in a group like the Philippine Agriculture Economics and Development Association (Paeda).

The Paeda celebrated its 50th anniversary with a two-day convention this past week. Last Oct. 13, the Paeda, under President Danilo Cardenas and Convention chair Mercedita Sombilla, passed a resolution offering its expert help to both government and the farm and fishing sectors.

With the Paeda's, the poor will not only get their just share of attention and support. They will also learn the most effective use of the scarce resources available today.

It is now up to the government to take the next step. With the completion of the much needed master plans for the different agriculture sectors, poor municipal fishers like Ka Amie can look forward to less hunger, decreased poverty, and a better tomorrow.

(The author is chair of Agriwatch, a private sector initiative; former undersecretary of agriculture and trade and industry, and former chair and Cabinet secretary for Presidential Flagship Programs and Projects. For inquiries or suggestions, e-mail agriwatch-phil@yahoo.com or telefax 02-8516635.)

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'04 DIVIDENDS TOTAL P6.4B

SM stockholders to get P5-B windfall

By Elizabeth L. Sanchez

MALL developer SM Prime Holdings Inc., declared a special cash dividend totaling P4.9 billion or equivalent to fifty centavos per share.

SM Prime said stockholders on record as of Nov. 12, would receive the dividends on or before Dec. 1.

According to an industry source, it is the biggest cash payout to SM Prime stockholders.

Last April, the company declared a 15 centavo per share cash dividend, amounting to P1.49 billion.

With the recent special cash dividend, total payouts to shareholders this year reached P6.4 billion. The payout ratio stood at 154 percent against the 2003 net income.

"We would like to keep our stakeholders happy by maintaining good shareholder value," said Jose Sio, SM Prime senior vice president for finance.

"This special cash dividend was decided upon by the board of directors during our regular board meeting on Oct. 13," he said in a statement issued yesterday.

SM Prime continues to be the leading shopping mall developer and operator in the country, with a total of 18 operational malls nationwide.

Set to open in November is its newest mall, SM City Batangas, in Batangas City. The mall has a gross floor area of 70,820 square meters.

Several existing malls are also undergoing renovations and improvements. These include construction of additional taxi and jeepney bays, exterior facade improvements, pedestrian over- and underpasses, and additional parking spaces.

By the end of 2004, SM Prime's total gross floor area will reach 2.48 million square meters.

SM Prime posted a 9-percent growth in its net profit in the first half to P2.2 billion from P2 billion in the same period last year.

In the second quarter alone, it earned P1.07 billion, an 11-percent increase from last year's P963 million.

In the same period, gross revenue expanded 15 percent to P2.59 billion from P2.26 billion in the second quarter last year.

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(As of September 21, 2004)

ASSETS

	AMOUNT
Due from Bangko Sentral ng Pilipinas	P 193,951,356
Due from Other Banks	1,492,715,090
Trading Account Securities – net	2,002,192,900
Investments in Bonds and Other Debt Instruments – net	3,910,500,206
Loans, Discounts & Advances – net	115,984,326
Equity Investments	5,500,100
Bank Premises, Furniture Fixtures & Equipment – net	16,362,054
Real and Other Properties Owned/Acquired – net	17,176,250
Other Assets – net	379,236,454
TOTAL ASSETS	P 8,133,618,738

LIABILITIES

	P
Demand Deposits	438,487,225
Time Deposits	2,117,165,052
Due to Bangko Sentral ng Pilipinas	1,416,712
Outstanding Checks/Payment Orders	877,309
Blits Payable	
Interbank Borrowings	1,125,681,857
Others	1,300,059,469
Other Liabilities	230,056,783
TOTAL LIABILITIES	P 5,213,744,417

CAPITAL ACCOUNTS

	P
Capital Stock	1,850,000,000
Capital Stock Deposit	315,000,000
Surplus	754,874,321
TOTAL CAPITAL ACCOUNTS	P 2,919,874,321

TOTAL LIABILITIES AND CAPITAL ACCOUNTS

	P
TOTAL LIABILITIES AND CAPITAL ACCOUNTS	P 8,133,618,738

CONTINGENT ACCOUNTS

	P
Spot/Future Exchange Bought	5,958,816,230
Spot/Future Exchange Sold	5,949,490,555
Items Held for Safekeeping/Collaterals	6,821,682,061
Items Held Under Trust and Investment Management Agreements	
Invested in:	
Other Securities, Debt Instruments and Shares of Stocks	116,831,075
Accountabilities:	
Trust and Other Fiduciary	116,831,075
Other Contingent Accounts	7,282,548,443
TOTAL CONTINGENT ACCOUNTS	P 26,129,368,364

OTHER INFORMATION*

Compliance with Magna Carta Law:

Prescribed Ratio of Compliance	6% for Small Enterprises	2% for Medium Enterprises
Actual Compliance	8.25%	2.40%

Amount of Non-Performing Loans

P -

0.0%

Ratio of Non-Performing Loans to Total Loan Portfolio

P -

-

Amount of Classified Loans and Other Risk Assets

P -

-

General provision for loan losses

P -

-

Specific provision for loan losses

P -

-

Return on Equity (ROE)

P -

11.38%

Amount of DOSRI loans/advances

P -

27,930,567

Ratio of DOSRI loans/advances to total loan portfolio

P -

1.92%

Amount of Past Due DOSRI loans/advances

P -

-

Ratio of past due DOSRI loans/advances to total loan portfolio

P -

* Amended to conform with Circular No. 208 dated August 17, 1999 and Memorandum to all Banks dated November 29, 1999.

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CITY OF MAKATI)S.S.

We, Agnes B. Santos and Jose Emmanuel U. Hilado of the above-mentioned bank do solemnly swear that all matters set forth in the above statement of condition are true and correct to the best of our knowledge and belief.

(Sgd.) AGNES B. SANTOS

Financial Controller

(Sgd.) JOSE EMMANUEL U. HILADO

Treasurer

SUBSCRIBED AND SWORN to before me this 4th day of October 2004 affiants exhibiting to me their Residence Certificate No. 22295905 issued at Pasig City on February 12, 2004 and Residence Certificate No. 9575948, issued at Muntinlupa City on February 7, 2004, respectively.(Sgd.) Ma. Carmen A. Orefia
Notary Public
Until December 31, 2005
PTR No. 7013011 A
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KALAHICIDSS teaches communities to unite to lift themselves out of poverty. It empowers women and includes marginalized sectors. With the assistance of DSWD KALAHICIDSS workers, the people analyze and decide for themselves what their community's needs are. This impacts on poverty by providing the people better access to basic services, education and livelihood facilities.

In the end, the people will have learned to engage local government and demand from them more effective, transparent, pro-poor programs that are truly responsive to their needs.

Suportahan ang responsabeng alokasyon ng pondo ng gobyerno.

Suportahan ang ating pinakamahihirap na kapatid.

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The Department of Social Welfare and Development



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For more info please



Development Bank of the Philippines

INVITATION TO BID

The Development Bank of the Philippines will receive sealed bids on October 27, 2004, 2:00 p.m., Auditorium of the DBP Head Office, Sen. Gil Puyat Ave. cor. Makati Ave., Makati City for the following properties on CASH BASIS:

CODE REAL ESTATE MANILA	LOCATION	DESCRIPTION	MINIMUM BID
AM-ED-260	No. 95 Xavier St. cor. Ortigas Ave., San Juan, Metro Manila	Condominium unit (CCT No. 10984-R), 170 m ² (3-bedroom & 3-T&B), Suite 12-B, Penthouse	P 6,587,500.00
AM-ED-261	No. 72 Apple St., Km. 1B, Maywood Village II, Parañaque City	340 m ² residential/industrial lot (TCT No. 146227) w/ bldg. & imp.	P 5,080,900.00
AM-ED-262	No. 37 Alpine St., Merville Park Subd., Parañaque City	307.35 m ² residential lot (TCT No. 161167) w/ 2-storey bldg.	P 4,207,400.00
AM-ED-263	No. 57 Evangelista St., Brgy. Bagumbuhay, Project 4, Quezon City	304.4 m ² residential lot (TCT No. 140723) w/ bldgs. & imp.	P 3,716,000.00
CAVITE CPN-043	261 Interior Clemente St., Caridad, Cavite City	150 m ² residential lot (TCT No. 15275) w/ bldg. & imp.	P 367,200.00
DAVAO AM-ED-264	Tacuan Road, Catalunan Grande Davao	3 contiguous residential lots (TCT Nos. T-369581, T-369590 & T-369589) total area of 2,235 m ² w/ bldg. & imp.	P 5,145,400.00
AM-ED-265a	Lakandula St., Poblacion, Nabunturan, Davao del Norte	300 m ² residential lot (TCT No. T-193726) w/ bldg. & imp.	P 381,700.00
AM-ED-265b		900 m ² residential lot (TCT No. T-193725) w/ perimeter fence	P 434,000.00
LAGUNA CPN-035	Lot 2776 B-1 Brgy. Maytalang, Lumban	3,818 m ² vacant residential lot (TCT No. T-177811)	P 5,154,000.00
CPN-036	Brgy. Biñan, Pagsanjan	1,416 m ² residential lot (TCT No. T-177760) w/ bldg. & imp.	P 2,905,600.00
CPN-037	Lot 2776 B-3, Brgy. Maytalang Lumban	2,359 m ² vacant residential lot (TCT No. T-177629)	P 2,335,500.00
CPN-038	Lot 2776 B-2, Brgy. Maytalang Lumban	2,359 m ² vacant residential lot (TCT No. T-177809)	P 2,206,000.00
CPN-039	Lot 2776 B-5, Brgy. Maytalang Lumban	2,359 m ² vacant residential lot (TCT No. T-177810)	P 2,123,000.00
CPN-040	Lot 2776 B-6, Brgy. Maytalang Lumban	2,359 m ² vacant residential lot (TCT No. T-177808)	P 2,005,200.00
CPN-041	Lot 2776 B-4, Brgy. Maytalang Lumban	2,359 m ² vacant residential lot (TCT No. T-177759)	P 2,005,100.00
CPN-042	Don Manuel Subd., Brgy. Buliran Norte, Pila	214 m ² commercial-residential lot (TCT No. T-177630) w/ bldg. & imp.	P 1,487,000.00
AM-ED-266	L-44 B-1, St. Joseph Village 6, Butuan, Cabuyao*	47 m ² residential lot (TCT No. T-562041) w/ bldg. & imp.	P 224,400.00
MINDORO CPN-034	Morente St., Poblacion, Roxas, Oriental Mindoro	5,766 m ² commercial-industrial lot (TCT No. T-103245) w/ bldg. & imp.	P 19,900,000.00
AM-ED-267	Bgy. Sto. Niño, Puerto Galera, Oriental Mindoro	2 contiguous agro-residential lots (TCT Nos. T-122704 & T-122705) total area of 9,563 m ²	P 7,650,000.00
PAMPANGA AM-CP-268	Bo. San Juan, Macabebe	1,483 m ² agro-residential lot (TCT No. 179970-R)	P 520,000.00
AM-PY-269	So. Paralaya, Rosario, Mexico	888 m ² residential lot (TCT No. 307931-R)	P 279,720.00
NUERA ECija AM-ML-270	Brgy. Cadacan, Pantabangan	171,126 m ² agro-residential lot (TCT No. NT-58931)	P 2,185,800.00
RIZAL AM-PY-271	Along Jasmine St., Nieves Hills Lakeview Subd., San Isidro Angono	248 m ² residential lot (TCT No. 616234)	P 381,920.00
CHATTELS (sale on "as-is, where-is" basis) AM-CP-271	La Campana Compound, EDSA, Balintawak, Quezon City	1-lot various sewing machines and eqpt. (17 units)	P 88,000.00

BIDDERS ARE REMINDED:

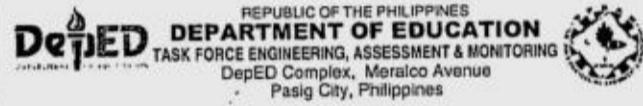
- To inspect the properties to determine their actual condition before the bidding;
- To submit in DBP's official bid form available at the AMD-Acquired Assets, 2nd Floor, DBP Head Office during office hours; and
- To be on time. No bids will be accepted once unsealing of the bids commences. The sale shall be subject to other terms and conditions which may be imposed by the Bank.

DBP RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS, TO WAIVE ANY FORMALITY THEREIN, OR TO ACCEPT SUCH BIDS AS MAY BE CONSIDERED MOST ADVANTAGEOUS TO THE BANK. THE DECISION OF THE BANK IS FINAL AND BINDING.

For inquiries, please call telephone numbers: 892-1566/893-7172 or 818-9511 local 2218/2252 for Code starting with AM; and 818-9511 local 1435 for CPN.

ASSET MANAGEMENT DEPARTMENT

(PDI - October 14 & 15, 2004)



Invitation for Bids (IFB)

IFB Number : 2003-04-SEMP-DepED-SBP

October 12, 2004

Loan No. 7118 PH

Project Title : Social Expenditure Management Project 2 (SEMP 2)

Under the 10% Unallocated Portion

Contract Title : Construction of School Buildings for Public Elementary & High Schools in NCR, Region IV-A and Region VII.

- The Government of the Republic of the Philippines has received a loan from the International Bank for Reconstruction and Development (IBRD) to provide a budget support facility towards the financing of the Social Expenditure Management Project 2 (SEMP 2) in various currencies. It is intended that part of the proceeds of this facility will be applied to eligible payments under the contracts for School Building Program (SBP) to be implemented by the Department of Education (DepED).
- The Department of Education (DepED) through the Bids and Awards Committee (BAC) of DepED ROVII and DepED Central Office, DepED Complex, Pasig City now invites sealed bids from eligible bidders for the Construction of schoolbuildings at Labangon Elementary School, Cebu City, M. Hizon Elementary School, Manila, Montalban Heights National High School, Montalban, Rizal.

	School	Scope of Works
Package A	Labangon Elementary School	Partial Construction of Three (3) Storey Six (6) Classroom School Building
Package B	M. Hizon Elementary School	Partial Construction of School Buildings with Pile Driving Works
	Montalban Heights National High School	Construction of Two (2) Storey, Six (6) Classroom School Building

- For purposes of this bid, eligible bidders must have experience in works of similar nature and complexity over the last five years.
- Interested eligible bidders may acquire a complete set of bid documents starting October 20, 2004 for Package A and October 25, 2004 for Package B upon submission of a letter of intent to the Bids and Awards Committee (BAC) at DepED Regional Office VII and DepED Central Office, DepED Complex, Meralco Ave., Pasig City, Tel. No. 638-6543 respectively. A complete set of bid documents will be available for a non-refundable fee of Php3,000.00.
- The provisions in the Instructions to Bidders and in the General Conditions of the Contract are provisions of the World Bank Standard Bidding Documents, Procurement of Works.
- Bids shall be valid for a period of ninety (90) days after Bid opening and must be accompanied by security of three (3%) percent of total bid price in the form of a bank guarantee; cashier's manager's check or an irrevocable letter of credit.
- Pre Bid Conference and Bid Opening dates are as follows:

	Venue	Pre-Bid Conference	Bid Opening
Package A	DepED Regional Office, VII	November 5, 2004 2:00 PM	November 25, 2004 2:00 PM
Package B	DepED Central Office	November 9, 2004 10:00 AM	November 29, 2004 10:00 AM

8. The Department of Education reserves the right to accept or reject any bid; or to annul the bidding process or reject all bids at any time prior to contract award without incurring any liability to Bidders.

(Sgd.) JUAN MIGUEL M. LUZ
Undersecretary and Chair, Bids and Awards Committee
DepED Complex, Meralco Avenue, Pasig City

(PDI - Oct. 15 & 22, 2004)

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID
PD Ref No.: PB040921-EL0124

The NATIONAL TRANSMISSION CORPORATION, BIDS AND AWARD COMMITTEE FOR CORPORATE TRANSICO, wishes to invite interested parties to apply for eligibility and to bid on the items listed below:

Schedule	Item Description	PR No.	Approved Budget
I-XXXVI	Supply and Delivery of Various Information and Communication Technology Equipment	Various PR's	P 8,565,100.00

- The Bid Documents will be available for issuance starting October 14, 2004 to November 11, 2004, at the BAC Secretariat Office, National Transmission Corporation, Materials Management Division, Ground Floor, TransCo Main Bldg., Power Center, Quezon Avenue corner BIR Road, Diliman, Quezon City upon payment of non-refundable fee of Five Hundred Pesos (P500.00) per set.
- Deadline for submission, receipt and opening of bids shall be on or before 2:00 p.m. of November 12, 2004 at the Admin Conference Room, Ground Floor, TransCo Main Bldg., Power Center, Quezon Ave. corner BIR Road, Diliman, Quezon City. If the date is a non-working day or declared non-working day, the new deadline for submission shall be announced through a Bid Bulletin. Submission of documents must be clear, legible and readable. Late submission and/or incomplete application shall not be accepted.
- Pre-bid conference will be held on October 29, 2004 at 2:00 p.m. at the Admin Conference Room, Ground Floor, TransCo Main Bldg., Power Center, Quezon Ave. corner BIR Road, Diliman, Quezon City.
- All particulars relative to the eligibility, bidding, evaluation of bids and award of contract shall be governed by the Implementing Rules and Regulations-A of Republic Act 9184.
- TransCo reserves the right to reject any Application for Eligibility or all bids without offering any reasons, waive any required formality therein, and to make an award to the bidder whose proposal is most advantageous to the government.
- Additional information shall be furnished upon request. All communications should be addressed to the undersigned at the aforementioned address.

(Sgd.) ANTONIO G. LABAYANI
Chairman, Bids and Award Committee

(PDI - Oct. 15 & 21, 2004)

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SWISS WATCHES

AGENCIA de MAKATI-1581017

SEGUNDO AYALA CENTER-5940282

OPEN MONDAY TO SATURDAY

'PROFESSIONAL & CREDIBLE'

LOW 5% INTEREST

GENERAL ITEMS FOR SALE

WANTED TO BUY

WE BUY AT HIGH PRICE

CLASSIFIEDS

FRIDAY, OCTOBER 15, 2004

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**NATIONAL POWER CORPORATION**
Diliman, Quezon City

INVITATION TO BID FOR THE SALE OF UNSERVICEABLE ITEMS

"AS IS, WHERE IS" BASIS

DATE OF BIDDING

: October 28, 2004, 2:00 PM, Solarium Hall, Building-1 Ground Floor

NPC Head Office, Agham Road corner Quezon Ave., Diliman, Q.C.

The National Power Corporation will conduct public bidding for the sale of the following items:

ITEM	DESCRIPTION AND LOCATION	MIN. BID PRICE
1	One (1) lot: Unserviceable, scrap, junk and used items consisting of engine parts, steel plate cuttings, pipes, empty drums, corroded GI sheets, steel plates, engine motor, water tank and discarded tires. Located at General Santos DPP.	P 400,000.00 Per Lot
2	One (1) lot: Unserviceable and used Fuel Oil Tanks, Two (2) units, made of black iron, 90 cu. m. capacity. Located at Mooring Site, Naga Power Plant Complex in Cebu Province.	P 88,500.00 Per Lot
3	One (1) lot: Unserviceable and junk items consisting of 102 pieces of Pelestick Diesel Engine parts and scrap metals. Located at Naga Power Plant Complex, Cebu Province.	P 265,200.00 Per Lot
4	One (1) lot: Unserviceable and junk items consisting of Crank Shaft, Steel Beams and Steel Plates / Posts. Located at ZAMSURECO Tigmata Substation, Pagadian City.	P 78,000.00 Per Lot
5	One (1) lot: Used / Waste Oil, approximately 170 drums, drums included in the sale. Located at ZAMSURECO Tigmata Substation, Pagadian City.	P 102,000.00 Per Lot

ALL BIDS MUST BE SUBMITTED WITH THE FOLLOWING:

1. PROPOSAL BOND DEPOSIT IN THE FORM OF CASH OR MANAGER'S/CASHIER'S CHECK EQUIVALENT TO TEN PERCENT (10%) OF THE TOTAL BID PRICE.
2. LATEST INCOME TAX RETURN 2003 ORIGINAL (OR CERTIFIED XEROX COPY) FOR THE BIDDER OR AN AUDITED FINANCIAL STATEMENT (ORIGINAL) OF THE COMPANY.
3. BIDDER FOR ITEM NO. 5 IS REQUIRED TO PRESENT ACCREDITATION AS EMB-DENR TRANSPORTER AND OR TREATER, WITH PREVIOUSLY APPROVED PERMIT TO TRANSPORT, MANIFEST FORM AND TREATMENT CERTIFICATE.

All interested parties who wish to secure bid forms for this public bidding must present a valid Tax Identification Card or Income Tax Return.

Interested parties who wish to participate in the public bidding may secure the bid form at P500 pesos from Mr. S.V. Lumantad, Jr. at Bldg. 1, Ground Floor, NPC Head Office, Corner Agham Road and Quezon Avenue, Diliman, Quezon City or call telephone no. 924-5384. Deadline for issuance of the bid forms is until 4:30 PM October 27, 2004.

For the Materials Management Department
(Sgd.) FELIX B. TACATA, JR.
OIC, MMD

(PDI - October 13, 14 & 15, 2004)

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The National Irrigation Administration, Region 13, Bancasi, Butuan City invites eligible bidders of the Drainage Improvement of Simulao River Irrigation System located at Trento, Agusan del Sur under GAA Fund-101 CY 2003 through competitive bidding under IRR-A of RA-9184, allocation under accounts payable scheme in accordance with the hereunder work packages.

Package No.	Quantity (cu.m.)	Approved Budget for Contract to be bid	Maximum days to Complete	Contractor's Category
Package I LMC-Dr. 01-04	77,511.83	P 6,869,653.28	234	Medium A

Bidding Date November 18, 2004 at 9:00 A.M.

Bidding Place NIA, Regional 13 Office, Bancasi, Butuan City

Minimum Equipment Required (owned or leased)

A complete set of bidding documents may be purchased by any eligible bidders starting October 26, 2004 upon a non-refundable payment of P2,000.00.

A pre-bidding conference will be held on November 08, 2004 at NIA-13, Bancasi, Butuan City at 10:00 A.M.

All bids must be accompanied by a Security Bid Bond any form of the following in a minimum amount in % of the Approved Budget for contract to be bid.

1. Cash, Certified Check, Cashier's Check, bankdraft, or 1% of ABC Irrevocable Letter of Credit
2. Bank Guarantee 1 1/2 % of ABC
3. Surety Bond 2 1/2 % of ABC

Bids will be opened promptly on the above bidding date in the presence of participating bidder/representative who choose to attend. For detailed information, please call (085) 342-3000 or (085) 26-4954.

The Bids and Award Committee (BAC), NIA-Region 13, reserves the right to reject any or all bids, waive any defect or formally assume no obligation whatsoever to compensate indemnity to the contractor/bidder for any expenses incur in the preparation of bid and to accept the lowest calculated evaluated and responsive bid.

The eligibility requirements with Letter of Intent (LOI) shall be submitted to the BAC in a sealed eligibility envelope and shall be opened before the date of pre-bid conference and bid opening to determine the eligibility of prospective bidders.

(Sgd.) JOHNNY V. EMMANUEL, CESO V
Regional Irrigation Manager

(PDI - October 15 & 21, 2004)

Bidding Date November 18, 2004 at 9:00 A.M.

Bidding Place NIA, Regional 13 Office, Bancasi, Butuan City

Minimum Equipment Required (owned or leased)

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Regional Irrigation Manager

(PDI - October 15 & 21, 2004)

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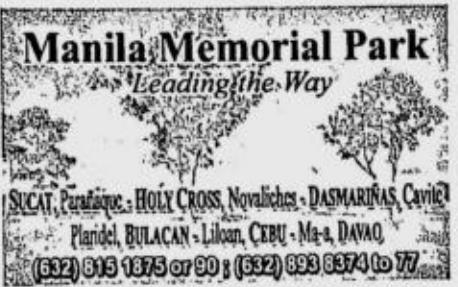
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(Sgd.) JOHNNY V. EMMANUEL, CESO V
Regional Irrigation Manager

FRIDAY,
OCTOBER 15, 2004

PHILIPPINE DAILY INQUIRER

B15

OBITUARIES



DANIEL LIBRODO SAQUIN

of Bacolod City & BF Homes, Parañaque
(August 7, 1958 – October 10, 2004)

son of RICARDO L. SAQUIN, SR. and AIDA L. SAQUIN (deceased)

His wife ROWENA and beloved daughters REGINA DANIELLE and ROBYN ANGELI; family, relatives and friends request the pious readers to pray for the eternal repose of his soul.

His remains lie in state at the Holy Trinity Memorial Chapels, Sucat, Parafiaque City. Interment at the Manila Memorial Park, Parafiaque City will follow the scheduled Funeral Mass at 9:00 AM on Saturday, October 16, 2004.

"For God so loved the world, that He gave His only begotten Son, that whoever believes in Him shall not perish but have everlasting life."

John 3:16

In Loving Memory
on the 3RD DEATH ANNIVERSARY
of our dearly beloved

Norma Tobias Young

Sta. Cruz, Laguna

The Holy sacrifice of the Mass shall be offered today October 15, 2004 at the following churches:

- | | |
|---|---------|
| 1. The Transfiguration of Our Lord Parish | 7:00 AM |
| 2. Our Lady of Perpetual Help Parish | 6:00 AM |
| 3. Sta. Clara Monastery | 6:00 AM |
| 4. Christ the King Parish | 7:00 AM |

REV. FR. EDILBERTO
S.P. CRUZ

of Poblacion, Guiguinto, Bulacan

Peacefully joined our Lord
on October 12, 2004 at the age of 86.

His remains lie in state at Endless Love Memorial Park, Poblacion, Guiguinto, Bulacan.

Interment will be on Sunday, October 17, 2004 at Endless Love Memorial Park at 2:00 in the afternoon.

We design OBITUARIES for free.

Message of Thanks

We, the family of the late

MELANIO PORTA PEREZ

a.k.a. Dy Boc Sam

wish to express our deepest appreciation to all of you, our relatives and friends, near and far, who sent flowers, mass cards, letters of sympathy, spent precious time with us, and expressed in many other ways your love, concern and support during our time of greatest sorrow.

ALICIA BUENVIAJE RODRIGUEZ

Passed away on October 12, 2004
at the age of 81.

Her bereaved sisters Julieta Castro and Anita Pascual; her daughter-in-law Myrna; granddaughters Carmina & Tiara; grandson-in-law Deu Roxas and great grandson Manu; relatives and friends request the pious readers to pray for the eternal repose of her soul.

'Her remains lie in state at the Good Shepherd Memorial Chapel, Dolores, City of San Fernando, Pampanga.

Interment will be on Saturday, October 16, 2004
after the 3:00 p.m. Mass at the Good Shepherd
Memorial Park.

Bro. WILFREDO C. SILVERIO

Chairman, Senior Citizens Council of Barangay Olympia
Knights of Columbus, San Pedro Council 4234
Board of Director, Sampalucan Catholic Association

Joined his Creator on October 13, 2004 at the age of 72.

His remains lie in state at the Garden Suite Chapel,
Loyola Memorial Chapels, Guadalupe, Makati City.

Interment is on Sunday, October 17, 2004 at Manila South Cemetery, after the 9:00 am Mass at Sampalucan Chapel, Kakarong St., Olympia, Makati City.

TISHA

INFINITELY LOVED AND REMEMBERED
(14 August 1957 – 15 October 1994)

HOLY MASSES FOR TISHA WILL BE OFFERED TODAY, OCTOBER 15, 2004, ON THE 10TH ANNIVERSARY OF HER PASSING, AT THE FOLLOWING CHURCHES:

IMMACULATE CONCEPTION PARISH CHURCH	5:00 A.M. Pasig City
SACRED HEART PARISH CHURCH	5:15 A.M. Kamuning, Q.C.
IMMACULATE CONCEPTION PARISH CHURCH	5:30 A.M. Lantana St., Q.C.
ST. JOSEPH'S CONVENT OF PERPETUAL ADORATION	6:00 A.M. M. Hemady cor. 11th St., New Manila, Q.C.
ST. JUDE SHRINE	6:30 A.M. JP Laurel St., San Miguel, Manila
NAT'L SHRINE OF ST. MICHAEL & THE ARCHANGELS	7:00 A.M. Solano St., San Miguel, Manila
STO. NIÑO PARISH CHURCH	7:00 A.M. Tondo, Manila
SANTISSIMO ROSARIO PARISH CHURCH	7:30 A.M. UST, España, Manila
SAN MARTIN DE PORRES CHAPEL	12:00 NN P. Galvan - L. Guinto St., Malate, Manila
MARY THE QUEEN PARISH CHURCH	7:00 AM, 6:00 P.M. Greenhills, San Juan, Metro Manila
OUR LADY OF MT. CARMEL SHRINE	6:00 P.M. New Manila, Q.C.
SAN SEBASTIAN CHURCH	6:00 P.M. Plaza Del Carmen, Quiapo, Manila
OUR LADY OF FATIMA PARISH CHURCH	6:00 P.M. Mandaluyong, Metro Manila
SANTUARIO DE SAN JOSE	6:15 P.M. Greenhills, Mandaluyong City

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PRIVATIZATION AND MANAGEMENT OFFICE

Invitation to Bid

Offered for Public Bidding on "per lot" and on an "as-is, where-is" basis are six (6) parcels of land located within the Food Terminal, Inc. (FTI) FTI Complex, Taguig City.

These assets are offered at the following Indicative Prices:

Lot No.	Particulars	Indicative Price
1	land (4,501 sq.m.)	P 72,016,000
5	Land (8,957 sq.m.)	151,258,000
8	building and improvements	
11	land (395 sq.m.)	7,711,000
18	building and improvements	
20	Land (432 sq.m.)	7,099,000
	Land (6,022 sq.m.)	96,352,000
	Land (1,753 sq.m.)	32,245,000
	building and improvements	

Bids will be received, opened and tabulated in the presence of the bidders on November 17, 2004 at 3:00 p.m. at the PMO Conference Room, 6th Floor, 104 Gamboa St., Legaspi Village, Makati City.

Interested parties may secure the sale documents for a nominal fee of P1,500.00 from the PMO Marketing Office.

For more information, please call Mr. Carlo T. Subong of the PMO Marketing Department at Telephone Numbers 892-2145 or 818-8305.

(POI - Oct 13, 14 & 15, 2004)



LAND BANK OF THE PHILIPPINES

Ang Bangkong May Damdaming-Bayan
1598 M. H. del Pilar St. cor. Dr. J. Quintos St., Malate, Manila
Tel. Nos. 522-00-00; 526-01-00 connecting all departments

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The Land Bank of the Philippines invites interested suppliers who are (a) duly licensed Filipino citizens/sole proprietorship; or (b) 60% Filipino owned partnerships/corporations; or (c) two or more suppliers forming into joint ventures jointly and severally liable; or (d) cooperatives duly registered with the CDA; with largest single contract, similar to the items for bid, for the last 2 years, at least equal to 50% of the approved budget; and with Net Financial Contracting Capacity (NFCC) at least equal to the approved budget, to apply for eligibility and to bid for the following items:

ITB No.	Item / Description	Approved Budget	Source of Funds
2004-269	1 lot Supply of labor, materials, tools and equipment for the complete upgrading (from mono to mono stereo) of sound and lighting system at Diosdado Macapagal Hall, 10th Floor, LANDBANK Plaza, Malate, Manila, Philippines	P 2,122,000.00	LBP Funds

Bidding of the above requirement is scheduled on November 10, 2004 at 1:00 p.m. and the Bid Documents may be obtained from the Procurement Division of the General Services Department, 25th Floor, LANDBANK Plaza, M. H. del Pilar corner Dr. Quintos Streets, Malate, Manila, upon payment of a non-refundable fee of P1,000.00.

Interested suppliers are requested to attend the Pre-Bid Conference scheduled on October 29, 2004, 10:00 am, at the 25th Floor, Conference Room, LANDBANK Plaza, Malate, Manila.

All particulars relative to the Qualification/Eligibility, Bid Bond, Performance Bond, Pre-bid Conference, Bid Evaluation and Award of Contract shall be governed by the provisions of RA 9184 and its Implementing Rules and Regulations.

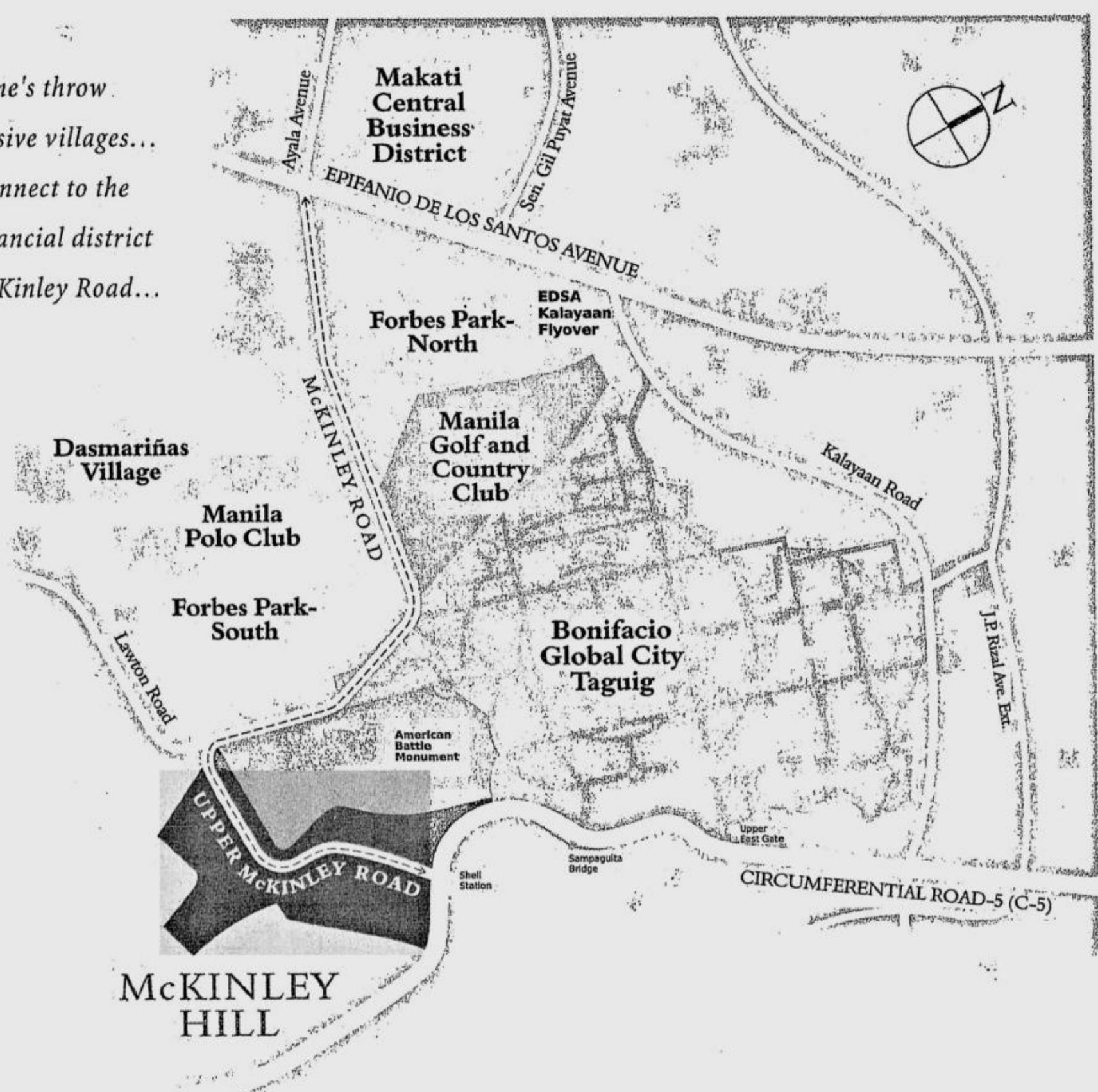
Only those bidders who comply with the Bank's requirements shall be eligible to participate in the bidding.

LANDBANK reserves the right to reject any or all bids, to declare the bidding a failure or waive any defect or informality and to accept bids as may be considered most advantageous to the Bank.

(POI - October 15, 2004)

COMMITTEE ON BIDS AND AWARDS

*Within a stone's throw
of the most exclusive villages...
and soon to connect to the
business and financial district
via the Upper McKinley Road...*



*Prime Residential Lots
in an Enclave of Rare Beauty.
Strictly for a Select Few.*

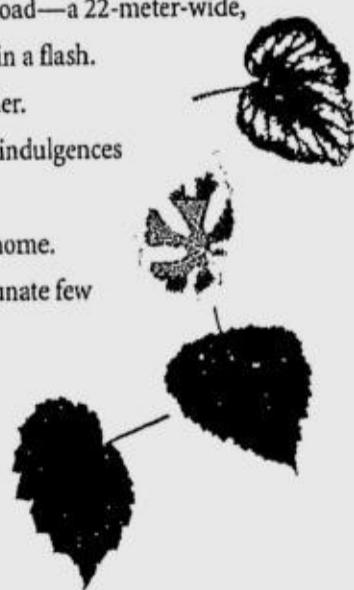
Live and breathe beauty... right beside the city



Breathe in the air of a life of privilege... at McKinley Hill Village. In this elite neighborhood, you're virtually next door to Forbes Park and the Manila Golf and Country Club. And through the Upper McKinley Road—a 22-meter-wide, tree-lined avenue—you will soon connect to your office in Makati in a flash.

Everything about McKinley Hill Village is a notch or two grander. Commune with nature at its most glorious... everyday. Revel in the indulgences that provide a balance to the feverish pace of the city.

McKinley Hill Village is the perfect place to build your dream home. Choose from a limited number of prime lots. And be among a fortunate few to enjoy life at its best... at McKinley Hill Village.



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**Tel: 816-2768 • 816-3520 • 816-3517
Fax: (632) 816-2514**

E-mail: sales@megaworldcorp.com





Learn to sell more to women; they have the cash

By Karen V. de Asis
Contributor

WITH more than half of the women in the world working and one-fourth of them earning more than their husbands, the advertising industry needs to come up with better ads to tap into this gold mine of a consumer.

Leo Burnett, one of the world's top 10 advertising agencies, and behind brands like Tide, Rejoice, Kraft, Heinz, Hallmark, recently challenged the advertising industry to do away with cliché-ridden, uninspiring and often offensive work that objectify, debase and demoralize women. These include the beer, babe and bimbo male-targeted ads that offend women around the world.

Michelle Kristula-Green, president of Leo-Burnett Asia-Pacific in a recent trip to Manila, revealed how most advertising today cannot quite seem to engage women consumers with the same level of breakthrough work directed at men. Likewise, there is great inability to better connect with what is turning out to be one of the largest and most influential consumer groups—the female audience.

Green noted how women's increasing financial gain around the world has generated a new class of female consumers. Women are no longer dependent on the spouse's household budget or allowance. They now have their own budgets.

Clothes makers tune in to Latinos

NEW YORK—US retailers are spicing up their fashion lines with a bit of Latin flavor to attract a long-neglected but increasingly important group of consumers—Hispanics.

With their exploding population and rising income levels, Hispanics are becoming a force in the US economy and the retail world is taking notice.

Many major department and discount stores, including Sears, Roebuck & Co., J.C. Penney Co., Kmart Holding Corp. and Kohl's Corp., have recently been adding clothing lines targeted specifically at that group and teaming up with Latina celebrities like Lucy Pereda.

For many retailers, Latin looks for women mean sexy, fitted styles, often in vivid colors. For men, it often means modern takes on traditionally Latin styles such as the "Guayabera," the simple, loose-fitting shirts originally designed in Cuba.

"The Hispanic market has now become one of the most attractive markets" in the United States, said Marshal Cohen, chief industry analyst at New York-based market research firm The NPD Group.

Not only do they account for a huge segment of the marketplace, but they also tend to spend more aggressively on clothing versus other commodities than other groups do, Cohen said.

"Hispanic consumers still consider fashion their passion. It's very much a part of their lifestyle."

That's a boon for fashion retailers, who are struggling to compete as Americans spend more on things like electronic gadgets, rather than clothing. *Reuters*



Martha Barletta, author of the best-selling book, "Marketing To Women" and former Clorox marketing executive affirms the growing phenomenon on women pocket power. Barletta writes, "It is not only the current size of the market but the projected growth of the market. We're talking about exponential growth now with women's earning ... and women who make more and more financial decisions for their households."

In the US, women represent 47 percent of the nation's workforce, up from 29 percent in 1950 and 35 percent in 1967. In the Philippines, 51.8 percent of women 15

years old and above have joined the labor force in 2001 and the numbers are increasing.

Symmetrical marriages

Dr. Helen Fisher, anthropologist and field expert on gender difference and relationship, cites the emergence of peer or symmetrical marriages where traditional roles have become freely mixed and shared. Fisher explains how "you can't tell anymore in America or even Western Europe who bought the dinner, who cooked the dinner, who put the children to bed because roles are mixed. It's going to be the

woman who buys the car, the woman who chooses the house, the school system ... thus, the sooner advertisers begin to understand the power of women, the better. And the truth is, this isn't going to change. Women are going to continue to have pocket power for decades to come."

Recognizing a change in the psychographics make-up of women today, Leo Burnett conducted informal girlfriend focus groups with women in their teens to their 40s in several countries around the world including Mexico, India, Brazil, Japan, US, UK and China. Burnett's research revealed

women's changing perception in five key areas that impact marketing. These areas include money, sex, humor, emotion and authenticity.

Money. There is an emergence of a new consumer class of younger, economically empowered women in many societies around the world. Gains in income and education are driving changes in women's stereotypical, traditional roles.

For example in Europe, more women than ever are pursuing doctorate degrees. In the US, the enrollment statistics among women in MBA

LEARN/B2-3

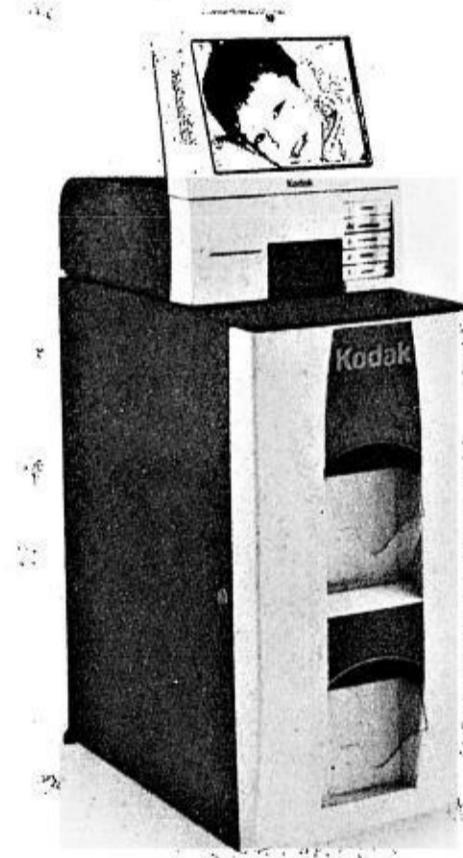
INCREASE THE VALUE OF YOUR 1 sqm SPACE



Marketplace at the new Mata Atlantica Hotel and Casino in Manaus is now open. Where food is elevated to a fine art. A gallery of show kitchens, a private dining station featuring international cuisine. Located right in the heart of the city, it's a day and night destination.

Open daily from 11:30am to 11pm. Call 9222-1111 or visit www.mataatlantica.com.br

Mata Atlantica



All you need to put up your own business is a space a little bigger than the chair you're sitting on right now.

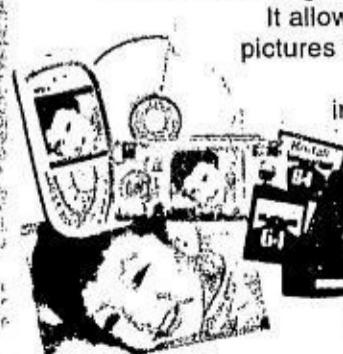
Introducing the KODAK PICTURE MAKER G3 KIOSK.

Think of it as a digital printing station in a box.

It allows your customers to print pictures from their mobile phones, digital cameras and CDs in as quick as 12 seconds.

And as it is no bigger than an ATM machine, you can place it in any high-traffic location.

Maximize your area and earn from your one square meter space.



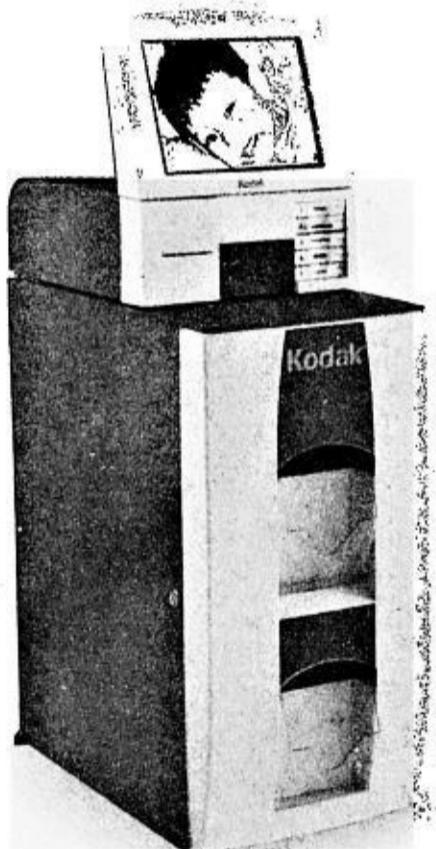
For business inquiries, send us an e-mail at picturemaker.inquiry@kodak.com Or contact tel. 810-03-31 and look for Gerlie Palma Gil (loc. 430) or Hedda Kison (loc. 420).

Share Moments. Share Life.



NEW FIGARO outlet. Paolo Villar, eldest son of Sen. Manuel Villar got another franchise of Figaro Coffee Company and set it up at the Figaro Brittany along the East Service Road in Sucat. He also owns the Figaro at the Star Mall in Alabang Zapote Road in Las Piñas. Paolo started his career in the US where he worked as a strategic business consultant for two years. He finished a Business degree at the University of Pennsylvania. Paolo displays a hands-on approach. "He's got such great ideas and he's a marketer," says Figaro Coffee Company CEO Chit Juan. Photo shows brothers Mark and Paolo with Juan.

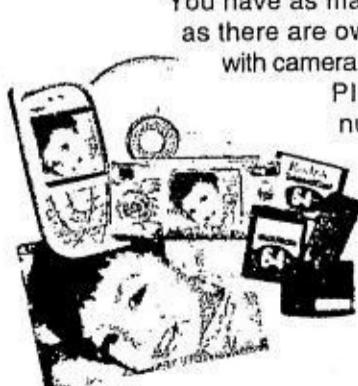
DO BUSINESS WITH MILLIONS OF MOBILE PHONE USERS.



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Share Moments. Share Life.

Pay donor's tax now, save estate tax later

By Rafael C. Vinzon and Debbie Jean Centeno-Dijamco
SGV & Co.

PLANNING one's estate is a tricky task.

The most important consideration here is not really to save on transfer taxes but to fulfill the wishes of the person disposing of or distributing his property.

However, it cannot be denied that reducing the tax is also a major concern as it increases the value of property available for disposition.

Taxes on gratuitous transfers refer to estate and donor's taxes.

The donor's tax is imposed on donations made between living persons during the donor's lifetime, while the estate tax is imposed on donations made after the donor's death.

The donor's tax law was adopted in the Philippines to complement the estate tax, specifically to prevent attempts of property owners to avoid the estate tax by "donating" their property during their lifetime.

The imposition of donor's tax on gratuitous transfer of property does not completely exempt the donor or transferor from paying any tax. At best, giving gifts or donations can only give certain tax advantages.

Under Section 98 (A) of the 1997 Tax Code, a tax shall be levied, assessed, collected, and paid upon the transfer by any person, resident or nonresident, of the property by gift, computed in accordance with Section 99 of the 1997 Tax Code.

Donor's tax shall be imposed whether the transfer is in trust or otherwise, whether the gift is direct or indirect, and whether the property is real or personal, tangible or intangible (Section 98 (B) of the 1997 Tax Code).

Despite the imposition of donor's tax, the use of donations between living persons to save on estate tax is still favorable, especially to high net worth individuals.

While the maximum estate tax is 20 percent, the rates of the donor's tax have been reduced from the previous maximum rate of 20 percent to only 15 percent, except when the

donee or beneficiary is a stranger, the tax payable by the donor shall be 30 percent of the net assets.

A "stranger" is defined as a:

(1) Brother, sister (whether by whole or half blood), spouse, ancestor, and lineal descendant; or

(2) Relative by consanguinity in the collateral line within the fourth degree of relationship.

A legally adopted child is entitled to all the rights and obligations provided by law to legitimate children, and therefore, donation to him shall not

be considered as donation made to stranger.

Donations made between business organizations and those made between an individual and a business organization shall be considered as donation made to a stranger (Section 10(B) of Revenue Regulations No. 02-03).

However, donations made in favor of an educational/charitable, religious, cultural or social welfare corporation, institution, accredited non-government organization, trust or philanthropic organization or research institution or organization, which shall not use more than 30 percent of the donations for administration purposes, shall be exempt from donor's tax.

Under Section 99 of the 1997 Tax Code, the tax for each calendar year shall be computed on the basis of the total net gift made during the calendar year in accordance with the following schedule: (See table 1)

Net gift shall mean the net economic benefit from the transfer that accrues to the donee. Accordingly, if a mortgaged property is transferred as a gift, but imposing upon the donee the obligation to pay the mortgage liability, then the net gift is measured by deducting from the fair market value of the property the amount of mortgage assumed (Section 11 of Revenue Regulations No. 02-03).

As outright gifts involve loss of control over the properties given away, even high net worth individuals are reluctant to part with their property.

Some of them would make donations but subject to a condition

TABLE I

Over	But not over	The tax shall be	Plus	Of the excess over
100,000	200,000	Exempt		
200,000	500,000	Nil	2%	100,000
500,000	1,000,000	2,900	4%	200,000
1,000,000	3,000,000	14,000	6%	500,000
3,000,000	5,000,000	44,000	8%	1,000,000
5,000,000	10,000,000	204,000	10%	3,000,000
10,000,000		404,000	12%	5,000,000
		1,004,000	15%	10,000,000

that they retain some control over the transferred property. But the retention of control poses a risk of having the property included in determining the gross amount of the transferor's estate at the time of his death.

To be subject to donor's tax, the Tax Code requires that there must be a completed transfer. A transfer of a certain property for the benefit of the transferor is not a gift.

Thus, to exclude the value of the property given away as a gift in computing the gross amount of the transferor's estate at the time of his death, all transfers or donations made during his lifetime should have been completed.

Section 11 of Revenue Regulations No. 02-03 provides that the donor's tax shall not apply unless and until there is a completed gift.

The transfer of property by gift is done the moment the donor knows of the acceptance by the donee; it is completed by the delivery of the donated property to the donee.

The section also confirms that the law in force at the time of the completion of the donation shall govern the imposition of the donor's tax. To be valid, it must be noted that the donation of an immovable property must be made in a public document that specifies the property donated.

The acceptance by the donee may be made in the same Deed of Donation or in a separate public document.

The donation shall only take effect if the donee's acceptance is made during the lifetime of the donor. If the acceptance is made in a separate instrument, it is required that the donor is notified of the acceptance in an authentic form.

In addition, the notification must be noted in the Deed of Do-

nation and in the public document that affirms the donee's acceptance.

Additionally, Section 11 of Revenue Regulations No. 02-03 confirms that the gift that is incomplete because of reserved powers, becomes complete when either: (1) the donor renounces the power; or (2) his right to exercise the reserved power ceases because of the happening of some event or contingency or the fulfillment of some condition, other than because of the donor's death.

While giving away property by way of donation between living persons has some non-tax consequences, such as loss of control over the property donated and loss of the time value of money on the donor's tax paid, it is worthwhile to consider its tax advantages.

Even though donor's tax is imposed at the time of transfer, such earlier payment may still be cheaper compared to eventual estate tax payment since the property may have substantially increased in value by then, the transfer may be subjected to a larger amount of estate tax.

Another advantage of estate depletion by donation is the availability of the P100,000 per calendar year exemption from donor's tax.

Although the use of the P100,000 tax exemption in a year may not have a significant effect in the transferor's estate tax position, admittedly, it can help reduce the taxable estate through a planned donation of P100,000 every year.

Since donation may actually result in large estate tax savings, it is an effective tool in planning one's estate.

It might really be worthy making donations and consequently, pay donor's tax now to save on estate tax later.

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Ernesto Tenorio, Jollibee Foods Corporation
- Managing Corporate Identity amidst Change to Build Stronger Brands
Howard Belton, Unilever
- Making a Global Brand Thrive Through Strategic Adaptation of Local Culture
Warren Manning, HSBC
- Creating Successful Brands in the Uncharted Territory of Magazine Publishing
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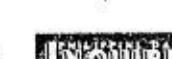
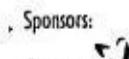


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MNC drops 'too corporate' image with 'vitality' logo

By Tina Arceo-Dumla

MANUFACTURING giant Unilever Philippines Inc. is on a new mission: to bring vitality to life.

And one of the first things it put great energy and liveliness to is its corporate logo, which some have described as two flat tires shaped into a U.

Howard Belton, Unilever Philippines chair and CEO, says the old logo enjoyed high recall among consumers, but it struck many as "too corporate," and far from the hearts and minds of the everyday consumers who purchase Unilever products.

"Our old logo, although solid and trustworthy, does not fit comfortably with the new vitality mission and the diversity and richness of Unilever as it exists today. We have, therefore, decided to change it," adds Chito Macapagal, Unilever's GM for corporate development.

The Unilever head office com-

missioned a group to come up with a new look, and it took two years before Unilever finally hit on the one that would represent its new mission in life.

Unilever's mission statement now reads: "Unilever's new mission is to add vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life."

This came out of a study of aspirations of consumers all over the world, which showed that people—regardless of race, creed and station in life—all want to feel good, achieve more, look better, stay healthy longer and give children a good start in life.

In a word, vitality.

Vitality is visualized in Unilever's new logo, which tells the story of Unilever by bringing together 25 different icons representing the company and its



OUT with the old logo (left) and on with the new

brands, such as the sun (ultimate symbol of vitality), shirt (fresh laundry, looking good) and heart (feeling good).

Other symbols include a spoon (cooking); bowls (food, hot drink); birds (freedom); recycling (environment); ice cream (enjoyment); tea (farming); wave (vigor); liquid (energizing, clean); and lips (beauty, taste).

These were artistically ar-

ranged into a U, so as not to depart too far away from the old look. And the blue was kept as the corporate color.

"Our new logo is symbolic of our new vitality mission and is a graphic representation of who we are, what we do and how we do it," Macapagal adds.

The new Unilever logo was rolled out starting July 1, and placed on all product packs and

official communication.

Prominently displaying Unilever was also prompted by studies that concluded that many consumers across the globe know more about Unilever brands, such as Knorr, Sunsilk, Rexona, Lady's Choice and Surf, than Unilever, the company, itself.

"Before it was the brand that was being promoted. With our new mission and logo, we are positioning the company itself," Belton says.

In the Philippines, the change in logo also means that Unilever's retail foods business, after nearly 50 years of being known as California Manufacturing Corp., will be known as Unilever Foods Philippines (UFP).

Unilever's food service business, on the other hand, will be known as Unilever Foodsolutions.

Selecta Wall's will be known as Unilever RFM Ice Cream, to reflect the joint nature of the ice cream business with RFM Corp.

The home and personal care business will continue to be marketed under the name Unilever Philippines.

He says the Philippines was well ahead of other countries in terms of marketing the Unilever brand.

The Philippines did so, Belton says, because consumers have become more discriminating. They wanted to be assured that there was a strong company behind the products they were buying.

"We have been putting Unilever on our products since 1996, so we were one of the countries that led to this coming out of Unilever and it has served us well in the country," Belton says.

Four friends join digital bandwagon

AN ENTREPRENEUR'S mind never stops running—even when he is partying!

IT lawyer Jackie V. Cruz Jr., former commissioner of the National Telecommunications Commission, was at a party when he realized how the digital age has practically penetrated people's lives.

Everyone was lugging around a digital camera—from kids who would instantly pull out their camera cell phones; to parents, executives and even secretaries who own the latest, sleekest digital instamatics.

"As a father and as a Pinoy who loves pictures, I just know that digital photography is the next big frontier. Just about everyone I know has a digicam," Cruz observes.

Recognizing opportunity in an instant, Cruz brainstormed with friends—corporate guys Nolo Rosales and Querry Kho, and photographer Louie Aguinaldo—on how they could ride the digital bandwagon and be the first to arrive.

"I'm a telecom, broadcasting and IT lawyer by profession and so if I were to involve myself in business, only three words could excite me—digital, wireless and Internet-related," explains the 40-year-old Cruz.

He need not impose his requirement on his three friends. They too had been thinking of exploring the wonderful world of those three key words.

"Jackie had been telling me that the digicam craze is something else and that we had to be a part of this experience. It made total sense. As a photographer, I have always been fascinated with the printing process, and particularly with color management," he says.

Most people view and edit their pictures on their computers. But when they have them printed, they are often surprised that the colors are not the way they expected.

What they see isn't what they get.



STANDING (from left): Louie Aguinaldo, Atty. Jackie Cruz; seated: Nolo Rosales, Querry Kho

"Call me obsessive-compulsive, but I take great pains at trying to make sure the colors of my prints come out the way I intend them. That's what we're aiming for—to give people prints that match their expectations," adds Louie Aguinaldo, 40, who specializes in food, people and product photography, having done countless photo shoots for local and international publications.

All four partners go way back since high school days in La Salle Greenhills, where they were active in the Search-In retreat. Last year, when Aguinaldo was organizing Search-In's silver anniversary reunion, Cruz saw Aguinaldo's home-based photography studio.

"I told him 'You shouldn't have your studio in your house, you're losing privacy.' Then Louie said, 'But there aren't any decent professional studios around that I can rent. That's when the concept for the business really began to take shape,'" Cruz relates.

With their passions jiving, the partners then set out to find what the burgeoning digital photogra-

phy market needs—particularly the professionals.

"Through his own experience as a photographer, Louie provided keen insight on the needs of the market. Their needs extend far beyond good, high-quality printing and film scanning. They need a lot of space and equipment to put up a studio. They need high-end computers to edit images. They need a nice office where they can meet clients. All these things cost a bundle. Most photographers can't afford to have all of that," says Rosales.

Kho adds, "What the market needs is one place where they can get affordable access to these things. And that's what DPI was put up for—to be the professional photographers' one-stop shop. In a way, we're leveling the playing field in the photography industry, because everyone can now have access to all this professional equipment."

DPI Photography Center at the Astoria Plaza along Escriva Drive in Ortigas Center, Pasig, is the result of this "market research." Aimed to be a one-stop-shop for pro photos, DPI squeezed about P10 million in initial investment from the partners just so this "ideal" photography center could be built and be made available.

About P7 million was poured in equipment alone, including high-end PC and Mac computers, color management hardware and software, lights, accessories, equipment and backgrounds for the studios, and the Kodak Professional HR Plus 500 Film Scanner, and the Kodak Professional RP 50 LED digital printer, which can print up to 20x32 enlargements in glossy, silk, metallic paper.

"Photography is not a cheap hobby, but much more, it is an expensive business," quips Cruz. "We are thus sparing the professional photographers the requirement of investment through DPI,"

he adds.

Cruz is especially proud of DPI's two large studios, which are fast becoming the favorite of some glossy magazines and advertising agencies for their pictorials.

The P500 hourly rental comes complete with all the facilities and equipment—lights, accessories, a wide range of backgrounds, stools, and risers.

A photo gallery, on the other hand, serves as an avenue for professional photographers to showcase their works.

Ongoing until Oct. 31 for instance, is an exhibit by The Zoo, a group of editorial photographers which boasts of the new big names in fashion, portrait and art photography.

An Internet coffee shop has also been set up so that the lensmen can meet with their clients and avail themselves of the business center facilities at the same time.

Other services also include image editing, photo mounting and framing, and large format printing on other formats like duratrans, tarpaulin, and sticker paper.

The DPI guys, however, do not just depend on their existing market.

They're creating a new market by offering seminars and workshops that will result in a new batch of photographers.

This October and November, they will be offering classes in basic photography and studio lighting by Photoworks' Leo Castillo, nude photography by UST professor Al Dimalanta, portrait photography by the legendary Toch Arellano, and fashion photography by in-demand photographer Toto Labrador.

"We want to, of course, develop new markets. Just as fast as digital photography's growth is the growth of the market. With DPI and what we have set up, we know we are on the forefront of new things to come in this aspect," Cruz says.

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Make it funny. Women like humor in commercials.

Make it real. Marketing to women demands an honest, authentic presentation.

(The author is chief learning officer of Marketing Knowledge Series Training and Consultancy. Feedback at kdeasis@skyinet.net.)

or service addresses a need in a meaningful, relevant way. Women seek honesty in the presentation of brand benefits.

Green, whose presentation was first delivered at the 2004 International Advertising Festival in Cannes to a standing room only audience and subsequently at the Museum of Television and Radio ended with a call to the local industry to raise the creative bar across female-targeted categories. Just as well, Green offered advertisers and their agencies a brief guide on how to go about advertising to women.

Follow the money. Recognize women's new financial strength and how it is shaping the buying transaction.

Sex sells but try a new position. Sex and sexuality must be presented from a woman's point of view.

Use emotion carefully. Too many ads simply portray emotions but lose on the connection.

Women advertising must truly evoke emotions.

Make it funny. Women like humor in commercials.

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Use emotion carefully. Too many ads

BUSINESS Friday

Lubang families survive by selling pastillas

By Madonna T. Virola
PDI Southern Luzon Bureau

LUBANG, Occidental Mindoro—This island is popular for pastillas made from pure fresh carabao's milk. But do you know that with every piece of pastillas that you buy from here, you are helping a family survive and send the children to school?

Carabaos helping in the farms are a common sight in this island whose majority of residents are farmers.

But aside from being the farmer's best hand in the farm, the carabao also gives his family the pure fresh milk that is made into pastillas.

Irenia Torres, 79, widower and a resident of Barangay Tangal is one of the oldest pastillas makers here.

"I was able to send my 10 children to school through pastillas," she says with a lot of enthusiasm. "Five of them are now

professionals."

"Because of poverty, I sold pastillas in the landing (in the flying school nearby)," says Torres. She was earning P1,000 to P2,000 per day.

Torres, who was initially selling only vegetables from her garden, says she learned to make pastillas from Puring Masangkay in the poblacion, about 5 kilometers away from Barangay Tangal.

Masangkay was also able to support her children with pastillas.

"I experimented with pastillas—condensing, forming and preparing for wrapping," says Torres.

She put a plastic on the working board, followed a measuring guide on the edge and used a wide saw for cutting.

She says the process should be fast because the milk will harden.

Now, it's her daughter, Carmelita, who has taken over her job.



IRENIA TORRES, 79, IS ONE OF THE OLDEST PASTILLAS MAKERS IN LUBANG. SHE SENT 10 CHILDREN TO SCHOOL SELLING PASTILLAS.

"I still want to make pastillas but my children do not want me to do so anymore. I felt happy because of the income, which I used

for the education of my children," says Torres.

Marie Tampon, 31, learned to make pastillas from her mother

Florie Bayanay, also of Barangay Tangal.

"I just practiced when I got married because we have a carabao," she says.

Marie and husband Rowelito are already 10 years in the pastillas business.

"At least, we help each other in making the pastillas and we don't leave the house anymore," says Marie.

They have four children who also assist in the business. Customers come to their place for orders. Or they send products for sale in the Tilik port.

Marie shared the formula: the native carabao's milk is preferred because the black buffalo's milk hardens when cooked.

"A native carabao's milk is more delicious and produces more products," she says. "You only mix (white) sugar and carabao's milk and heat the mixture. It's better to use wood fuel than gas. If it's near a condensed state already, stir the mix-

ture for three hours until it thickens," Marie says, warning that other pastillas have mixtures of flour, milk powder or pounded biscuits.

Twenty boxes at most can be made in one cooking. Each box, now sold at P50, contains 50 pieces of pastillas.

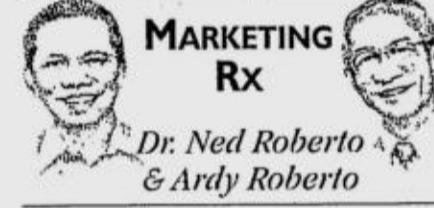
One can earn P15 per box or a total of P300 per cooking, which entails half day.

One box of pastillas needs two glasses of milk, with each glass costing P10. Firewood is P1,000 per trip and is consumable in three months.

When out of the refrigerator, pastillas can last for a month, says Marie.

Aside from pastillas, Marie also cooks "bobo" (bread spread), which is put in a plastic container, small or big. When there are tourists from abroad, the couple almost fall asleep beside the pastillas trying to fill in the orders. They tap their neighbors for assistance.

Marketing objectives—the bottom line metrics



HERE'S the last installment on our series on setting marketing objectives. Last week we talked about benchmarking and relational metrics (pretty simple stuff—don't be misled by the fancy jargon. It's something that marketing academics use to impress each other.) This week we talk about the bottom line metrics.

Marketers and students of marketing have been asking us if marketers should also be accountable for the bottom line or just the top line (i.e. gross sales.) Recently, top management's call for accountability is asking marketers to not only be responsible for the top-line but also the bottom-line. What exactly is the bottom line?

The different bottom line metrics

Current corporate and product accounting refer to the bottom line as profit. For marketers, profit has several metrics:

- 1) gross profit,
- 2) contribution to profit and overhead,
- 3) net profit,
- 4) and more recently, shareholder value.

The most often used concept of bottom line in marketing is contribution. Its logic is rather straightforward. As a marketer, if you are to be held accountable for profit, then it should be the profit that results from deducting from sales those costs items under your control. Those are costs representing use of resources directly traceable to you. These are your marketing expenditures, that is, the use of your marketing and selling resources.

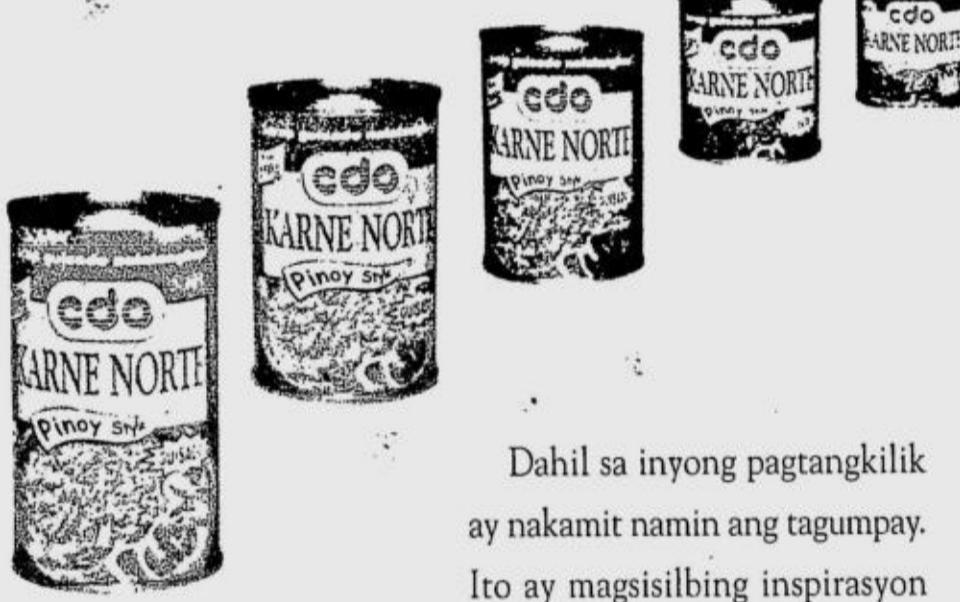
Gross profit and net profit do not qualify under this concept. Gross profit represents the money available for covering all other expenses after cost of goods. These are expenses relating not only to marketing but also to manufacturing, R&D and administrative. On the other hand, as the above net profit equation shows, net profit comes out from the use of not only marketing resources but also manufacturing, R&D and administrative.

Shareholder value as a fourth profit concept became popular in the mid-80s. It came out of a debate over the issue questioning the profit metric as a valid and truly useful measure of financial performance. In invoking this profit concept, marketing authorities, like author, George Day, who wanted to test market strategies by this financial metric subscribed to the shareholder value principle that "a company's primary obligation is to maximize the returns to shareholders." Another advocate, Peter Doyle, directly related it to the setting of marketing objectives stating that "objectives of marketing (should be set based on) ... the basic belief that the primary task of marketing is to develop strategies that will maximize returns for shareholders. ... (Therefore) ... choosing marketing strategies and making marketing decisions must be consistent with this belief. (They must be) ... based on estimating the future cash flow associated with a strategy to calculate the shareholder value added."

However, it is these same believers who are quick to admit that shareholder value is a profit concept that is not at all easy to put into practice. More recently, a finance expert argued that the rightful place of shareholder value as a performance metric is only second

MARKETING/B2-3

Kalidad na langhap ng Bayan!



Dahil sa inyong pagtangkilik ay nakamit namin ang tagumpay. Ito ay magsisilbing inspirasyon namin upang lalo pang pataasin ang antas ng paggawa at kalidad ng aming mga produkto.

Hangad din naming maging modelo sa larangan ng paggawa ng karne norte na katanggap-tanggap, at sarap ng guisadong hanap ng konsyumer.

Salamat po.



FOODSPHERE, INC.

THE MOST OUTSTANDING KARNE NORTE MANUFACTURER OF 2004
BY THE CONSUMERS UNION OF THE PHILIPPINES

LIFESTYLE



NO less than President Macapagal-Arroyo graced designer Inno Sotto's gala fashion show at the new Ayala Museum. At center is museum director Nina Baker.

WEDNESDAY 2BU • THURSDAY FOOD • FRIDAY FASHION & BEAUTY

Moon over Inno

The designer goes deeper and more sophisticated on the romantic look

Text by Alex Y. Vergara
Photos by Jim Guiao Punzalan

IT takes an Inno Sotto to reinvent an Inno Sotto.

Just when we thought we've seen it all from one of the country's leading couturiers, Sotto managed to surprise us during his "Around the Moon" fashion show, directed by Robby Carmona, at the Ayala Museum.

For one, Sotto toned down his trade-

mark structured look in favor of softer, more feminine silhouettes that harked back to the 1930s and 1940s. In place of such favored materials as Mikado and satin, he opted for more supple fabrics such as chiffon and silk charmeuse.

He also shredded various shades of lace chenille and painstakingly attached them piece by piece to several shift dresses and blouses for added

MOON/C4

IN THIS ISSUE



APPLES Aberin-Sadhwani puts together a total bombshell look

/D4



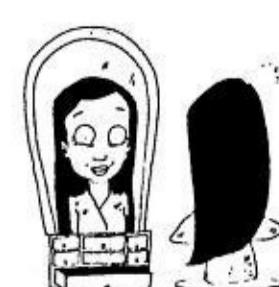
PARIS unveils the 2005 summer ready-to-wear collections

/E1



UNWRAPPING Australia

/H2



KITTY Go's personal face-off

/I1

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Celebrate your individuality

TO CELEBRATE Levi's reopening of its flagship store in Glorietta 2, Ayala Center, Makati, customers get a chance to truly personalize their jeans with Levi's "Make Them Your Own" promo.

Any customer who buys a pair of jeans worth P3,000 and above (single receipt) is entitled to a free embellishment on his jeans—either airbrush or colorful iron-on transfer materials.

The color red and curvaceous lines dominate the new design of Levi's flagship store, evoking warmth and vitality. Infused with a bit of '70s feel, the modern part comes in the intelligent space planning. Mix-and-match becomes easy, as customers can easily find the shirt or the accessories that go with the jeans of their find.

Hurry and celebrate your individuality at Levi's flagship store in Glorietta 2. Promo runs on two weekends only: Oct. 15-17 and Oct. 22-23.



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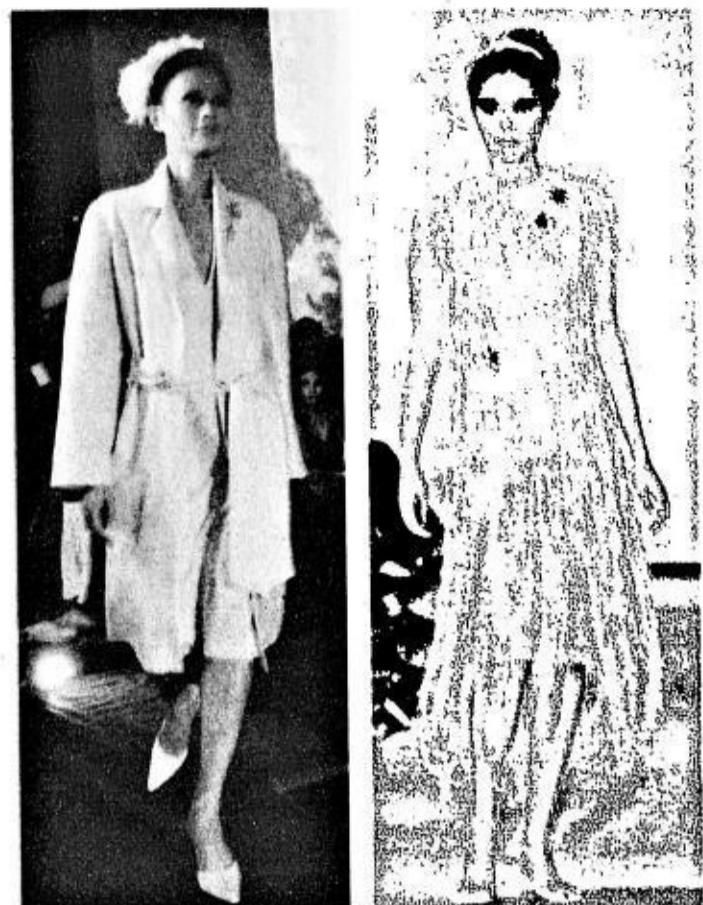
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STRUCTURED coattress

SHREDDED details

CLINGY number

SHINE on



The designer upped the shock value by making a number of his gowns too sheer and their necklines too low or too revealing

MATTE cocktail dress and coattress

WESTERN-INSPIRED wearable



Moon over Inno

From page C1

texture and drama. The same furry element also accented several blazers.

"The silhouettes are softer and feminine since the fabrication requires it," he said later at his Malate atelier.

The event coincided with the launching of Ism (Inno Sotto Mondo), Sotto's unisex fragrance that comes in three variants. Ism, which reportedly took the designer and his French collaborators three years to formulate, is exclusively available at Rustan's Essenses.

"It might lead to lines other than fragrances," he said, as he and his collaborators plan to come up with matching soaps, lotions and candles in the future, "but I'd never abandon couture. That's where the challenge is."

Eighteen buffed men in black-and-white outfits, some in dangerously low-slung pants, belted jackets and draped black tops, opened the show before paving the way for the much-awaited women's collection. It was a fitting start, indeed, as a good number of the designer's guests were either women or gays.

The women's collection consisted of 52 pieces, which the designer reportedly did in a little over six weeks. He and partner Richard Tann produced the show with the help of several sponsors.

Brooched finery

In keeping perhaps with the event's global flavor, the designer began his main feature with travel- and office-friendly coat dresses in



MINIMAL beadwork



CORDED capelet



THE PLUNGE



SPIRAL tiers



SOFT and romantic



STRUCTURED black



MINOR structure



TWO-PIECE ensemble

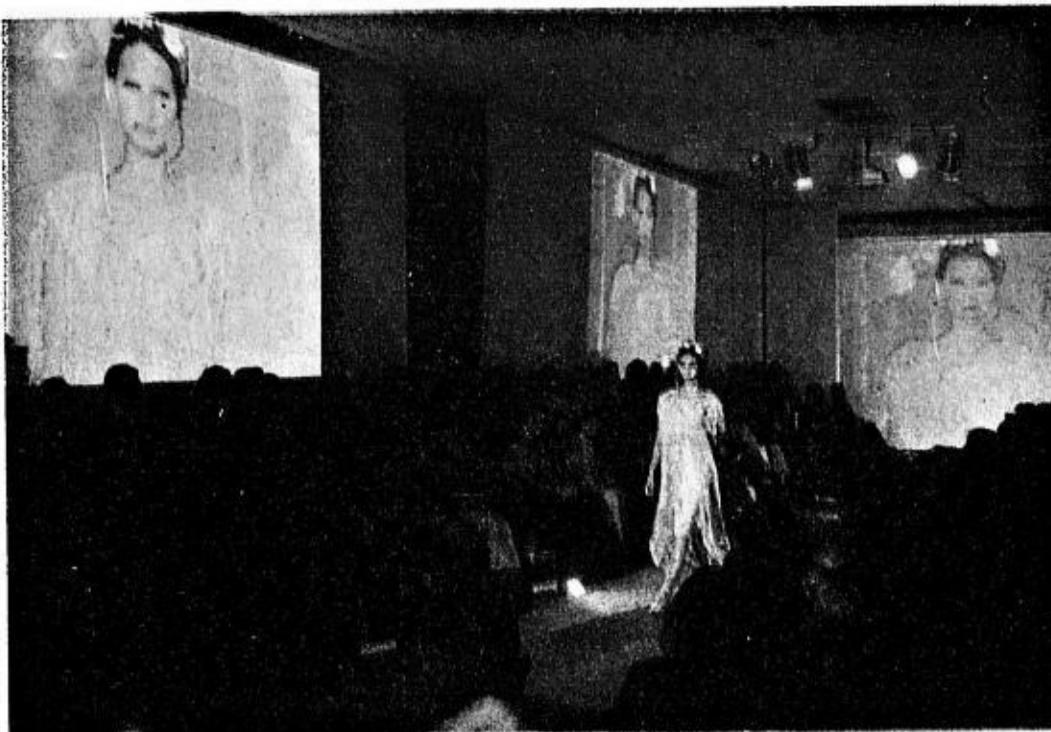


SHEER black



CORDED edges

HERE
comes the
elegant
gown



AYALA Museum decked out as a catwalk



TEXTURED look



BLACK and white



shiny and textured fabrics, some of which had fringed details and the designer's ubiquitous Swarovski brooches. Sotto has been into brooches long before they became the accessory of the moment.

"I'm glad I've hoarded enough accessories over the years," he said. "The brooches certainly came in handy especially now that they're so in."

The coat dresses reminded us of outfits Jackie Kennedy wore during her White House years, but Sotto insisted that they're inspired by a much earlier era. Those with shredded lace-chenille are ideal for dressier occasions. To update the look, however, he made the sleeves and armholes narrower.

Sotto wowed his audience, all right, but not once did he lose sight of his market. If anything, his sweeping gowns are wearable if a bit impractical considering the limited number of occasions you can wear them to.

The designer upped the shock value by making a number of his gowns too sheer and their necklines too-low or too revealing by local standards. He promised to make the necessary adjustments —cutting, lining, double taping and all—for real women.

These observations, however, are not meant to take away from the stunning execution of not a few of his gowns. Apart from being cut on the bias, most of the gowns had biased-cut inserts that came across as either ruffles or tiered spirals. They literally skinned the body.

Almost everything, from the skirts' hems to the bodices' built-in capelets and extended sleeves, was corded for a softer, more uneven look. Sotto's ability to combine soft and structured elements was also noteworthy in certain pieces that had corded capelets and pleated details on the waist.

There were no dominant colors either, as black, white and nude-colored numbers were occasionally punctuated by pieces in refreshing sherbet colors in pale pink, sage and curry. And unless our eyes played tricks on us, Sotto hardly resorted to beadwork.

What's next?

But his fondness for models Eazel Don, Jo Ann Bitagcol and Rhea Bolivar was quite evident, as the three versatile mannequins ended up wearing the best and most number of pieces. These women are definitely at the top of their game.

Don's white silk charmeuse wedding gown, with most of the details confined at the back, was refreshing in its simplicity. Her black number consisting of a semi-draped top and pair of pants also drew hearty applause.

After launching a perfume line, what's in store for Sotto now that he has reaffirmed his position in haute couture?

"I don't know what will happen until it unfolds," he said. "If there's one thing I'm mindful of it's that I'm running a business. I'm answerable to people who come to me, and based on their favorable response I must be doing something right."

Those who kept an eye out for gimmicks that night probably went home disappointed, as Sotto offered very little that could pass off as "revolutionary." Like any designer who has already earned his rightful place in the fashion firmament, he did away with the theatrics and simply let his clothes do the talking. And his message came loud and clear.

E-mail the author at avergara@inquirer.com.ph

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LIFESTYLE

WINDOW SHOPPING

Look hot, keep cool

Text and photos by September Mahino

It's the skinny sweater with a twist. Balance the eye-catching colors by wearing a white skirt that's also cut close to form and you've got yourself a major power outfit.

Multi-colored striped skinny turtleneck, P1,299

White tweed skirt with flared bottom, P2,599

Both available at Mango

With the weather going hot-then-cold on us on short notice, knowing how to multi-task is suddenly a prime skill.

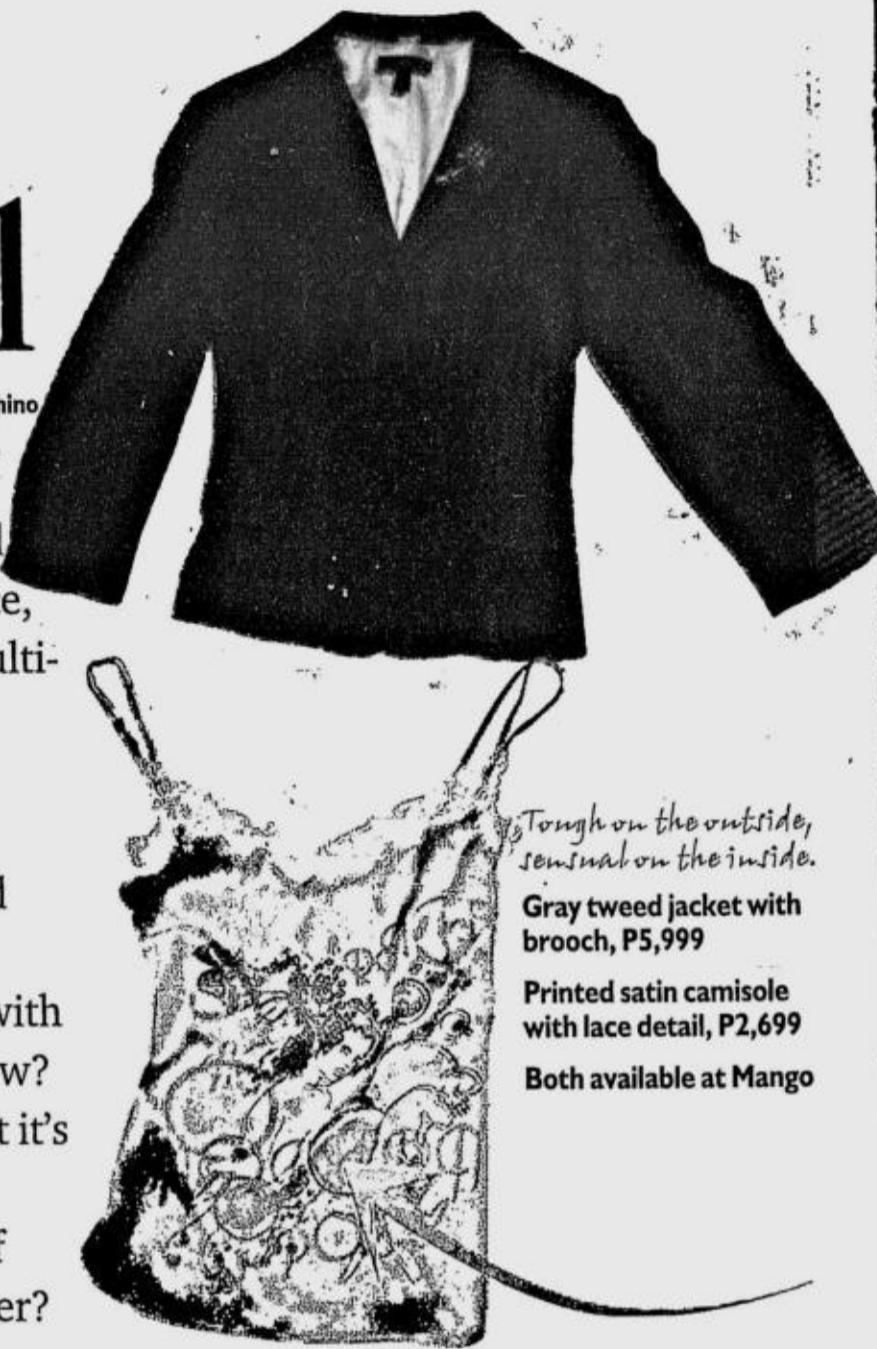
How do you deal with the still-humid mornings when afternoons roll by with a bit of drizzle in tow? Not to mention that it's S.O.P. to look good in whatever kind of weather. The answer? Cotton, knits and some great layerings.

Tough on the outside, sensual on the inside.

Gray tweed jacket with brooch, P5,999

Printed satin camisole with lace detail, P2,699

Both available at Mango



What every parent should know about "stunted growth"

Growth stunting: It's a lot more common than you think.

Recent studies show that growth stunting is alarmingly high in the Philippines. Using the International Reference Standards (IRS) Growth charts among Filipino children, it was found out that among school aged children (6 to 10 years old) 30 out of 100 are underweight and stunted! For pre-school children (0 – 5 years old) the rate of incidence even increased to 32 out of 100!

What is growth stunting?

Growth stunting is a condition when your child is not growing as fast as he should be. Growth stunting occurs when your child is not getting enough nutrients from food. This may be due to his poor eating habits, unbalanced diet, severe stress or loss of appetite because of sickness. If your child is often ill, suffering from chronic infections or any congenital condition that may prevent the body from properly absorbing nutrients from food, he may also experience growth stunting.

When growth stunting happens in the first 2 years of life, brain growth is affected. About 1/3 of growth stunted babies have demonstrated delays in cognitive and emotional development. In a 3-year follow-up study by Singer, the same children still manifested persistent intellectual delays. Oates and Yu in a 13-year follow up study found out that growth stunted children were significantly behind in language development, reading skills and verbal intelligence.

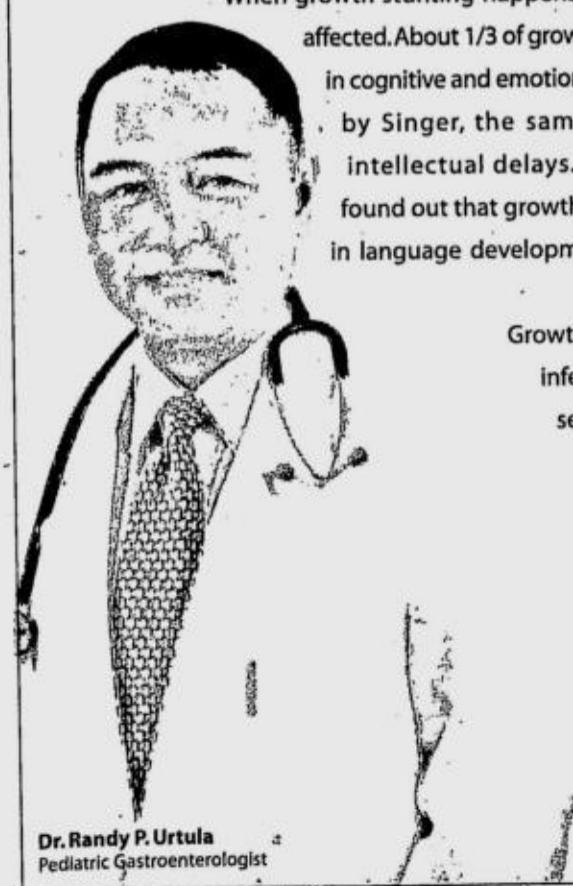
Growth stunting can also lead to illnesses, chronic infections and even long standing disabilities in severe cases.

How do you know if your child's growth is stunted?

There are different ways to check if your child is experiencing stunted growth. See if your child looks frail, skinny and too small compared to other children of the same age. You should also watch out for intermittent vomiting, spitting-up, diarrhea and frequent infections. The best way to detect early growth stunting is to monitor closely your child's growth in terms of weight and height. If you detect any weight loss or any decrease in how fast your child gains in weight and height, consult your physician immediately to find out the cause as soon as possible. This will help limit complications and long-lasting disabilities.

What can be done to manage growth stunting?

To prevent growth stunting, encourage your child to eat a healthy and balanced diet. If you think your child's growth is already stunted, consult your pediatrician in no time. He may recommend a nutritional therapy for faster catch-up growth. A high-caloric and adequate protein feeding has been advocated for many years. Proper feeding can be achieved using modified formulas or commercially-available high-calorie supplements containing 30 cal/ oz. Aside from calories and protein, vitamins and minerals, including vitamin A, folic acid, iron and zinc should be also be given.



Dr. Randy P. Urtula
Pediatric Gastroenterologist

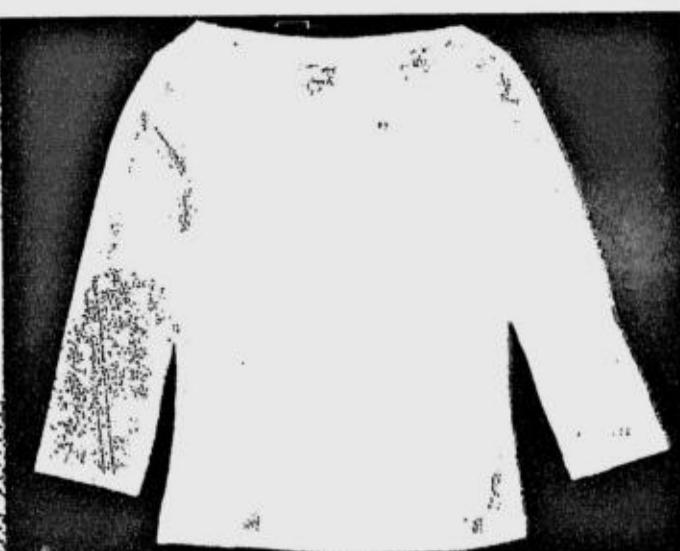
References: International Reference Standards (IRS) Growth Tables and Charts. Adopted for Use in the Philippines. Food and Nutrition Research Institute. Dept. of Science and Technology. Metro Manila, Phils. 2001. Committee On Nutrition. American Academy of Pediatrics. Pediatric Nutrition Handbook. Ronald E. Kleinman (Ed), 4th ed. Illinois. 1998. Philippine Nutrition Facts and Figures. Food and Nutrition Research Institute. Food and Nutrition Research Institute. Dept. of Science and Technology. Metro Manila, Phils. April 2001. Behrman, R., Kliegman R., Jenson, H., Textbook of Pediatrics. W.B. Saunders Co. Philadelphia. 17th ed. 2004. Maggion A., Lipschitz F. Nutritional Management of failure to thrive. Pediatr Clin N Am, 1995; 42: 791-810.

To know more about growth stunting, call 1-800-1088-83937 for a free nutrition counselling.

LIFESTYLE

C7

Since boleros are making a comeback, why not jump on the bandwagon and keep yourself toasty in the process?

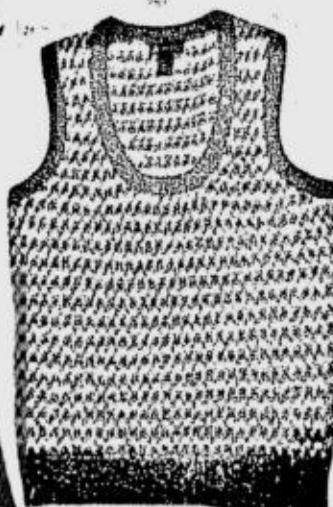


Pile it on
With layering, a classic, form-fitting first layer is key.
Basic tee + knit vest = instant preppy chic

White long-sleeved cotton tee, P1,299

Knit vest, P1,399

Both available at Mango



Sleeveless lilac cotton tee, P849

Green midriff sweater with ribbon detail, P1,999

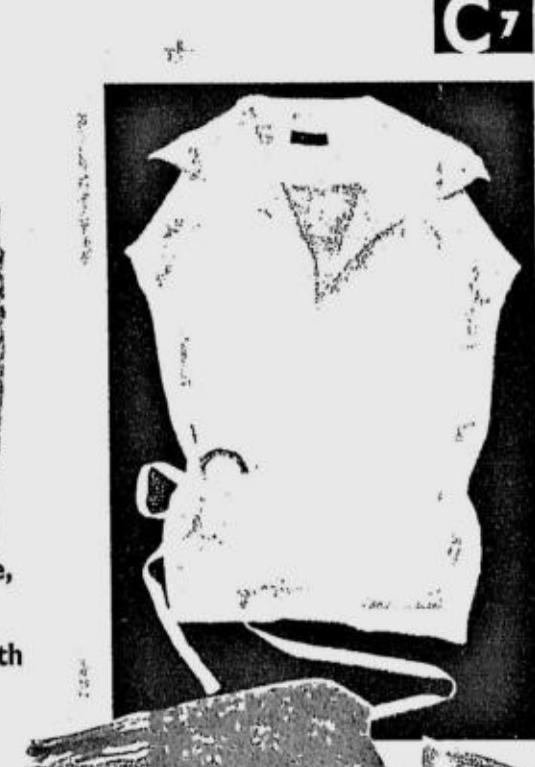
Both available at Mango



Look soft and sentimental with just a hint of granny chic (they say it's in).

Pink short-sleeved turtleneck, P3,250 from Sinéquanone, at Rustan's

Black knit wraparound sleeveless vest, P1,945, at Topshop



Yin/Yang

The great cover-up when a jacket's too bulky but the air has a bit of chill.

Green knit poncho, P2,345, at Topshop

White knit wrapper with belt, P2,950 from Sinéquanone, at Rustan's

Look hot, keep cool



"When my child was experiencing "stunted growth", my doctor recommended Pediasure."



Riezl at week 1
Weight: 23.8 kgs.
Height: 3 ft. 10 in.



Riezl at week 8
Weight: 27 kgs.
Height: 4 ft.



There was a time when Riezl looked smaller than her cousins of the same age. We also observed that she was less active than her playmates. When we consulted our pediatrician she said that Riezl was experiencing "stunted growth". So she recommended a balanced diet, vitamin and mineral supplements and most importantly, Pediasure.

After only two weeks, Riezl was able to catch up on growth. She had dramatic gains in weight and height. She became more active and less sickly. Her appetite also improved. She liked the taste of Pediasure so much that she kept asking for more. Since then, we made sure that we give her nothing else but Pediasure. It's worth it.

9 of 10 doctors recommend Pediasure for faster catch-up growth.

To know more about Pediasure and how it can help your child's nutrition, ask your pediatrician.

Or call 1-800-1088-83937 for a free nutrition counselling.

Grace Torres, Pediasure Mom

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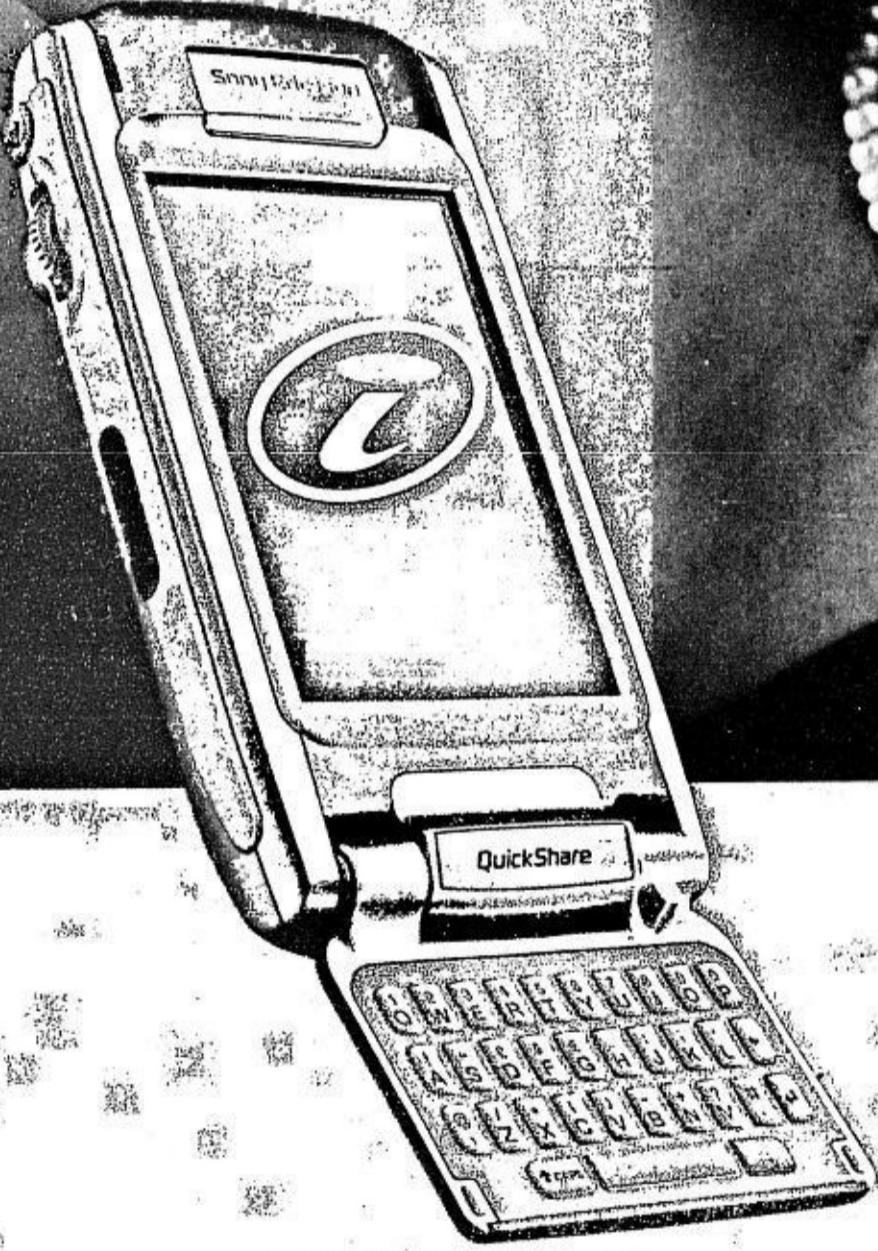
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— 10 —

LIFE^STYLE

Inno's sure sense of identity

SO the fashion show "season" has begun—on a Sunday at that. There's really no fashion collection season here, but we nonetheless use the term to refer to the spate of fashion events which October and November will have at least. We're not exactly overdosing on them, unlike in the past decades, so we relish whatever fashion event comes.

comes.

Trust Inno Sotto to do his on a Sunday, when it takes gargantuan will to haul your body out of the house and slip it into a drop-dead glam frock. It was as if he wanted to see for himself his drawing power. He indeed has, as shown by the turnout at Ayala Museum/M Café, the newest "in" place these days.

Cafe, the newest in place these days. It was an A-list crowd that gathered, a few of them as early as six-ish in the afternoon (the event was cocktails) because they thought it'd be that early. (The invites generally came so late that guests or wannabe guests simply banked on calls from Inno.)

President Macapagal-Arroyo came in the aqua terno Inno did for her inaugural. Of course, there were the Zobels—Bea Sr. and Bea Jr., Fernando and Kit. And so were the Tantocos, led by Ambassador Bienvenido Tantoco, Rico Tantoco, Nedy Tantoco and Anton Huang.

Inno's muse, Sam Eduque, was in stark black—an elegant contrast to the expected burst of color.

pected burst of color.

Another Sotto muse, Margarita Fores, was in vintage Jean Patou ('70s summer collection), in purple and red, which Inno reworked for her. Margarita continues to enjoy the success of her South Beach Diet (SBD) meals delivered to clients. This time, just like Metro Magazine's successful SBD Pinoy version meals, Margarita delivers "lutong bahay" SBD meals.

Inno's friends among the fashion designers came, led by Rusty Lopez, Goulee Gorospe, his first mentor Christian Espiritu (who was busy snapping away), Rajo Laurel, Dennis Lustico, Cebu's Oj Hofer and Mario Colmenares.

Flying from Cebu just for the show were Waterfront's Marco Protacio, SM's Marissa Fernan and Elvira Luym. Even Pitoy Moreno's bosom friends from UP, like Elena Fernando and Sonia Olivares, were there. Girlie Rodis came with Rachel Alejandro, whose sister Barni, we learned, also delivers SBD meals now under her outfit, Sexy Chef.

Perfume launch

So did Inno deliver? Yes, and more. First, he launched a perfume line, complete with a cutting-edge racy video of a man and a woman in an erotic foreplay. Developed in Grasse, France the past three years with some French partners, the scents line is a first for a Filipino designer. And if his perfume clicks with the market, it will become a huge first.

When we told him this is quite an achievement, Inno deadpanned—"Hindi, sinuwerte lang."

Inno indeed has
the gift for under-

LIFE-STYLED

*Thelma
Sioson San Juan*



It was a considerable Sunday turnout for a signature collection—but then again, this was an Inno Sotto show

statement. He also keeps his cards close to his chest, being secretive and discreet about plans until they're ready to burst and mesmerize a market.

Inno Sotto
INNO'S/D3



INNO Sotto and Margarita Fores



RICHLY textured coat and gown



ABACA opera coat balances mini.



ABACA gown with oversized collar



BODY-HUGGING dark top complements slit skirt.



THIS see-through dress, with fishscale as accent, was easily among the most applauded in Ang's collection.



TASTEFUL strap number over abaca pants



A HOODED modern gown using abaca fiber

Jerome Salaya
draws wild applause for a haute couture collection drawing on indigenous materials and motifs with a Western silhouette



ABACA collar over richly embroidered gown

By James P. Ong
Contributor

HANOI—Two Filipinos showed Filipino creativity in design and dance in separate events held in the capital of Vietnam, days ahead of the recently concluded Fifth Asia-Europe Meeting (ASEM5) of government leaders.

Fashion designer Jerome Salaya Ang, 29, drew wild applause from a standing room-only audience at the Hilton Opera ballroom, where "Tradition Meets Future" was held.

The Fashion Institute of the Philippines graduate, who specializes in wedding gowns in Manila, presented 21 elaborate haute couture creations that used abaca fiber, fish scales and wooden balls.

Earlier, in a two-day workshop attended by fashion students and 11 other participating designers from Europe, Thailand, Singapore and Vietnam, Ang explained that he was inspired by Philippine indigenous materials which he sourced from provinces, including Sorsogon.

His clothes placed an emphasis on texture and mixed the shape of the *baro* and the Western silhouette—a successful example of East meeting West.

The workshop was held at the Goethe Institut and moderated by German fashion industry figure Ingrid Loschek. Designers from Asia and Europe exchanged views and shared tips on designing, production and marketing of clothes.

"Fashion, like music [and other art forms], is an international theme where an exchange of ideas is paramount... especially now that it is seen everywhere, from television to the Internet," said Loschek.

Censorship

But the fashion show also raised troubling questions on censorship. Two Vietnamese fashion designers who had earlier joined the workshop and originally included in the fashion show were unexpectedly pulled out.

According to one of the event organizers, the designers' clothes were deemed inappropriate and "too Western and decadent" by the show's director, a senior local designer.

Do Chau Giang, a former student in America, titled her collection "Stop The War: We Don't Hate The War," and was to present jackets and short pants in khaki brown and camouflage prints. Loschek noted that Giang's works were "unconventional and a brave cultural attempt."

Vu Viet Ha, on the other hand, presented a denim-theme collection composed mostly of trousers. The male designer said he wanted to make traveling in motorbikes, the main means of transport in Vietnam, more comfortable.

But fashion here is still conservative, with many women opting to wear modern versions of the national dress, the Ao Dai.

With the support of the Asia-Europe Foundation (ASEF), the fashion show was co-organized by the Ministry of Culture and Information and the European Cultural Centers in Hanoi. It was just one of many cultural events marking ASEM5.

ASEF is a Singapore-based organization that promotes mutual understanding between the two continents through increased intellectual, cultural and people-to-people exchanges. It is set to hold a music camp in the

Hanoi gets a rare glimpse of Pinoy design



INGENUOUSLY patterned coat over patterned skirt



PARADE of traditional fabric and finery

PHOTOS COURTESY OF ASEF/ASIAWORKS



FLORAL sleeveless over dark skirt, accented by abaca ribbons



ANG backstage readying a model

Philippines early next year.

"One of the stumbling blocks is that these talents do not know each other, and that's why ASEF tries to be the link between Europe and Asia," explained Chusamanee Chartwan, director of ASEF's cultural exchange department.

"Tradition Meets Future" was ASEF's first foray into fashion-theme activities.

Dance fest

In a separate event, a Paris-based Filipina dancer wowed the crowd at Waterpark, Hanoi's biggest amusement center and the site of the "biggest concert for young people in Vietnam in recent years" co-organized by Goethe Institut and attended by around 3,000 people.

Clara Bajado, 23, a second-generation immigrant whose parents were born in Eastern Samar, joined nine other performers from France, Denmark and Germany in a one-hour performance that traced the history of modern street dance—from locking to strutting to breakdancing to present-day hip-hop.

"Each of us try to incorporate dance steps from our native cultures. I know that in Samar there is a dance called *curacha* and the hand movements there is what I have mixed with my modern street dance steps," explained Bajado.

Bajado used to study modern jazz until she discovered hip-hop at 16. In France, she is a member of the dance groups 7eme Sens (Seventh Sense) and Soul Searchers. The latter performs in theaters and dance festivals around Europe.



OVERLEAF collar balances neckline plunges.



FINELY embroidered mini with killer plunges



REFINED floral sleeveless gown



SEXY number with gauze shawl



INTRICATE midriff and asymmetric skirt

Stylish threads for men on the go

ARROW'S aggressive campaign to bring its internationally known line of men's apparel to the Philippine market gets a push with the successful opening of its 26th outlet and 14th stand-alone shop in Bonifacio Global City's Market! Market!

Since its initial store venture in SM City Manila in June 2000, the Arrow brand has captured the taste, lifestyle and values of the modern Filipino.

Arrow's four-year stint in the Philippines (from its initial store ven-

ture in SM City Manila in June 2000) has made it the corporate dress code for adventurous, individualistic men with style on their minds.

"It is just right that Arrow finds the Philippines a good market, because we Filipinos really go for brands that speak of timeless quality," says local licensee Benito Lim of Corporate Apparel Inc. "Arrow has 150 years of experience in satisfying and complementing men's fashion."

Arrow combines vibrant colors and style in its Premium, Classics and Sport lines. All three lines are created in classic yet modern urban styles.

Power-dressing in formal and busi-

ness attire is brought to a new standard with Arrow Premium. Its complete array of slacks and suits connotes impeccable elegance.

Arrow Classics fit every metropolitan man's versatile lifestyle. The mix ranges from casual to semi-formal wear in 100-percent cotton short- and long-sleeved shirts.

For active wear, Arrow Sport features a line of shirts and jackets that are all about comfort, energy and dynamism.

Catch the spirit of Arrow in key shopping district hubs and in the men's section of major department stores. Visit the Arrow Family at www.arrowshirt.com.



ARROW makes power dressing possible for adventurous, individualistic men.



THE BRAND'S new store at Bonifacio Global City's Market! Market!

Inno's sure sense of identity

From page D1

design identity coming out loud and clear from the first number to the last of his 50-plus collection. His first numbers bore the imprint carried over from his highly acclaimed collection in the late '90s salon show at Manila Hotel's Champagne Room.

These were clean tailored suits with A-line skirts and three-fourths sleeves, the fabrics frayed like in previous collections, in neutral colors. They were so streamlined, superbly silhouetted and ultra-feminine, you could almost smell their sweet allure and touch their gentle texture.

He gave this signature line a twist—for instance, by cinching the extended sleeves, or perking up the suits with huge glittery brooches placed at strategic parts of the body.

The year's surprises

Then he went to his surprises of the year—silk satin gowns cut on the bias, sculpting the body while not hugging it, asymmetric with the back flowing onto the ground. They were in luscious stimulating colors of fuchsia, even gold, pewter. Also, Inno bared the breasts in see-through chiffons, cut in the blouson, some of them skimming the ground.

Typically, he had coat dresses and gowns, their elegance harking back to the '50s.

Inno went big with accessories—huge, ornate, blinding necklaces and brooches, in faux diamonds and colored stones. These brooches were the visual focus of each design.

Indeed, a firm sense of design identity was written all over the collection.

Inno's collection would do the Filipino proud. It was the type worthy of Vogue, and Spanish Vogue indeed was there to cover the collection.

It's amazing how Inno plods on even after the death knell has been sounded on Filipino ready-to-wear and custom-made fashion (except in bridal gowns and formal wear) because of the influx of cheap clothes from Asia. That's because he doesn't only design, he also markets and dabbles in entrepreneurship.

While he's hardly rested from mounting this collection, he's preparing yet again another collection for the visit of Princess Caroline of Monaco next week.

Madding ka ba sa LOGIC?
Palo-sube ngayong ride?

Figure out who lives in what house,
drinks which ROYAL, eats Fru-fru
which fruit to find out more!

**SINO ang
TRUOWNER
DIMUNING
the DOGS?**

CLUES :

1. Roy lives in a purple house.
2. The one who likes dalandan owns Fru-fru the fusa.
3. Chong is allergic to grapes and was once rushed to the hospital by his crush (dyah!).
4. The owner of Ninja the Turtle lives to the right of the guy who drinks Royal Tru-Grape for breakfast!
5. The guy who likes orange is duwag of Fru-fru the fusa and lives as far from him as possible.
6. The first house is orange.
7. Al lives to the left of the guy who can drink 3 Royal Tru-Dalandans in one sitting!
8. Chong lives in the last house.
9. The guy who lives in the green house loves to eat dalandan except the buto...(pait!)

Kuha nyo na? Dali! Email your answer to royalfavors@yahoo.com. First 10 to get it right gets a stupendous ROYAL TRU FRUITS barkada-pack!

Yan ang TRU!

It's ang Tru!

Mas Maraming Flavors!

It's ang Tru!

Mas Masaya!

It's ang Tru!

YAN ang TRU!

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YOUR OWN RULES.

- 4 live tracks
- 3 new songs
- 2 videos
- 1 album



Globe Platinum presents
FEELS LIKE HOME,
the Deluxe Edition

Exclusive for Globe
Platinum subscribers

FREE Norah Jones Mug when you
buy the CD at Tower Records and
Music 1 from Oct 15 - Nov 15.

Per DTI-NCR Permit No. 2411, Series of 2004.

Download your FREE ringtone for a chance
to win the CD. Text FREENORAH to 2346.
Only for Globe Platinum subscribers.



For all Globe subscribers:
text NORAH to 2346 for
the complete set of tones!

To download, text N <keyword> for
monotones or P <keyword> for polytones and
send to 2346. Ex. text P sweetwords to 2346
for Those Sweet Words polytone.
Monotone P15; Polytone P20

Per DTI-NCR Permit No. 2411, Series of 2004.

Ringtone	Keyword
Sunrise	sunrise
What Am I To You?	watami2u
Those Sweet Words	sweetwords
Come Away With Me	comeaway
Don't Know Why	dntknowy
Moon Song	moonsong
Carnival Town	carnivaltown
Creepin' In	creepin
Toes	toes
Don't Miss You At All	dntmissu
The Prettiest Thing	prettything

Get your Norah
RINGBACK TONES!

To download, text <keyword> to 2332.
Ex. Text EA051 to 2332 for Those Sweet
Words ringback tone. To preview, text
H <keyword> to 2332. You will receive a text
message to call 2332. P30 for 30 days/
ringback, P2.50/text, P5/min. for calls
to 2332.

Ringback Tone	Keyword
Sunrise	EA035
What Am I To You?	EA052
Those Sweet Words	EA051
Come Away With Me	EA013
Don't Know Why	EA029

SCENT

The nose knows.
Scent also plays an
important role in
projecting a certain
image.
Gucci Envy
Me is
definitely a
seductive
scent
that's
perfect for
audacious,
youthful
and
assertive
women
who are
not afraid
to flaunt
their
femininity.

LIFESTYLE

Drop-dead
allure is all
about
having
the right
attitude
and
knowing
what
works best
for you



PHOTOS BY ROMY HOMILLADA

AT WORK, the bombshell is as
alluring as ever in a light trench,
tube top and mannish pinstriped
trousers from Culte Femme. The
dichotomy of the sexy top and
masculine bottom surely makes an
interesting statement.



DO away with boring
and plain leather
satchels. Tote a huge
metallic bag instead.
It's functional yet stylish
and fun. Bronze carry-all
from Culte Femme



DOLCE and Gabbana's
animal-print peep-toe
stilettos are extremely
sexy and the perfect foil
for more conservative
corporate wear.

Release your inner bombshell!

"I've never known what it is I was
supposed to have had. All I do know
is that sex appeal isn't make believe.
It's not the way you look or the way
you walk or the way you smile, it's
the way you are."

—Lana Turner

HAVE you ever been
in the same place
with a gorgeous,
glamorous woman who eff-
ortlessly made heads
turn, be they of the same
or opposite sex? I've seen it happen
once too often, and I've always
wondered what it is that lends
these mysterious creatures such
magnetic appeal.

I've also asked myself if it's possible to
achieve or, shall we say, manufacture such a
bombshell allure. Is it in the clothes she
wears, the high heels she struts in or the subtle
but enhancing makeup on her face? Sure,
all these things contribute to the total package
but in the end, I still think it's all about the
attitude.

Outright femininity and sheer
confidence are essential in developing
glamour and releasing one's
inner bombshell. Women like
these are never afraid to be noticed
and even revel in the fact that
they are objects of envy and desire.
And contrary to popular belief,
bombshells are a brainy, complex
lot.

Style-wise, these women have
strong statements and are not
afraid to dress in a playfully seductive
manner. Mind you, they are
never trashy, trampy or vampy.
Bombshells include the likes of
Sophia Loren, Jayne Mansfield or Kim
Basinger, to name a few.

If you are in any way aspiring to be one of
these enticing beings, start working from the
inside and it will surely project in your ap-
pearance and stance. But while you're at it,
dare to wear and bare in these subtly sexy
pieces that will definitely make you, in a man-
ner of speaking, the life of any party.

Go ahead, start turning heads!

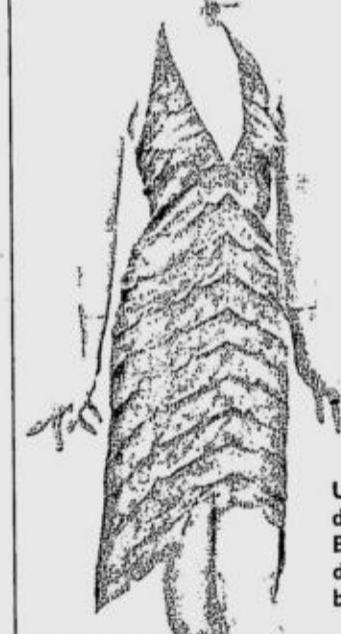
E-mail the author at apsadvice@hotmail.com

APPLES'
PICKINGS



Apples Aberin-
Sadhwani

PARTY



OSCAR dela Renta's
satin and ostrich
evening pouch is
flirty, fun and
feminine.



SHOW off delicate
ankles with Casadei's
crystal-studded silver
mules.

SCENT

The nose knows.
Scent also plays an
important role in
projecting a certain
image.

GUCCI
ENVY
ME

PLAY

BOMBHELLS make it a point to
look good even on weekends and
casual affairs. Create a cinched waist
and hourglass figure with Culte
Femme's lace tank and cardigan with
grosgrain ribbon matched with a
slinky white knit skirt from Amichi.

ALL ITEMS ARE AVAILABLE
AT RUSTAN'S

BRIGHT-COLORED
mules can perk up any
outfit. Yellow mules
with pink grosgrain
ribbon from Culte
Femme

WORK

DO away with boring
and plain leather
satchels. Tote a huge
metallic bag instead.
It's functional yet stylish
and fun. Bronze carry-all
from Culte Femme

ALL ITEMS ARE AVAILABLE
AT RUSTAN'S

SHOW off delicate
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AT RUSTAN'S

making great things possible **Globe**
HANDYPHONE

FRIDAY, OCTOBER 1, 2004

PHILIPPINE DAILY INQUIRER

LIFESTYLE

When Paris sizzles

Summer fashion is modern, sensual, utterly feminine—and judging from the contrasting drifts in the fashion capital, anything goes



JOHN
Galliano for
Dior

AP

PARIS—The world's designers offered women a modern, sensual summer wardrobe for 2005 during Paris ready-to-wear week, which ended Monday—a fashion frenzy that provided drama, star turns and a few disappointments.

Jean-Paul Gaultier made two strong, distinct statements during a jam-packed week of more than 100 catwalk shows, sending out smoldering urban gypsies under his own name and unveiling a beautifully chic second collection for Hermès.

"I adore the Hermès house with its traditions, its *savoir-faire*... and I always love myself," the French designer joked after the Hermès show, obviously not at all worried about the creative demands of working for two labels.

The king of fashion multi-tasking has to be Karl Lagerfeld, who produced three collections this season—for Fendi, his own Lagerfeld Gallery and Chanel—as well as a line for Swedish retailer H and M, due out next month.

The prolific German designer has an innate talent for conjuring up feminine yet sexy clothes firmly grounded in the present, and he delivered at Lagerfeld Gallery, injecting primary colors in his traditionally black-and-white world.

At Chanel, the pretty clothes were nearly

WHEN/E2

SPRINGFIELD

greenbelt 3, rustan's makati, sm megamall, robinsons place manila,
power plant mall, rockwell center

philippines spain austria belgium canada france germany mexico portugal russia



STEPHANO Pilati for Yves Saint Laurent



ALEXANDER McQueen

REUTERS



Share moments. Share life.

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the search continues...

Find game cards in Kodak films for a chance to win instant cash prizes. Promo until December 31, 2004.

For DInCER Permit No 2014, Series of 2004

SPF.com

SPRINGFIELD

greenbelt 3, rustan's makati, sm megamall, robinsons place manila,
power plant mall, rockwell center

philippines spain austria belgium canada france germany mexico portugal russia



KARL Lagerfeld

REUTERS



MARC Jacobs for Louis Vuitton



AP YOHJI Yamamoto



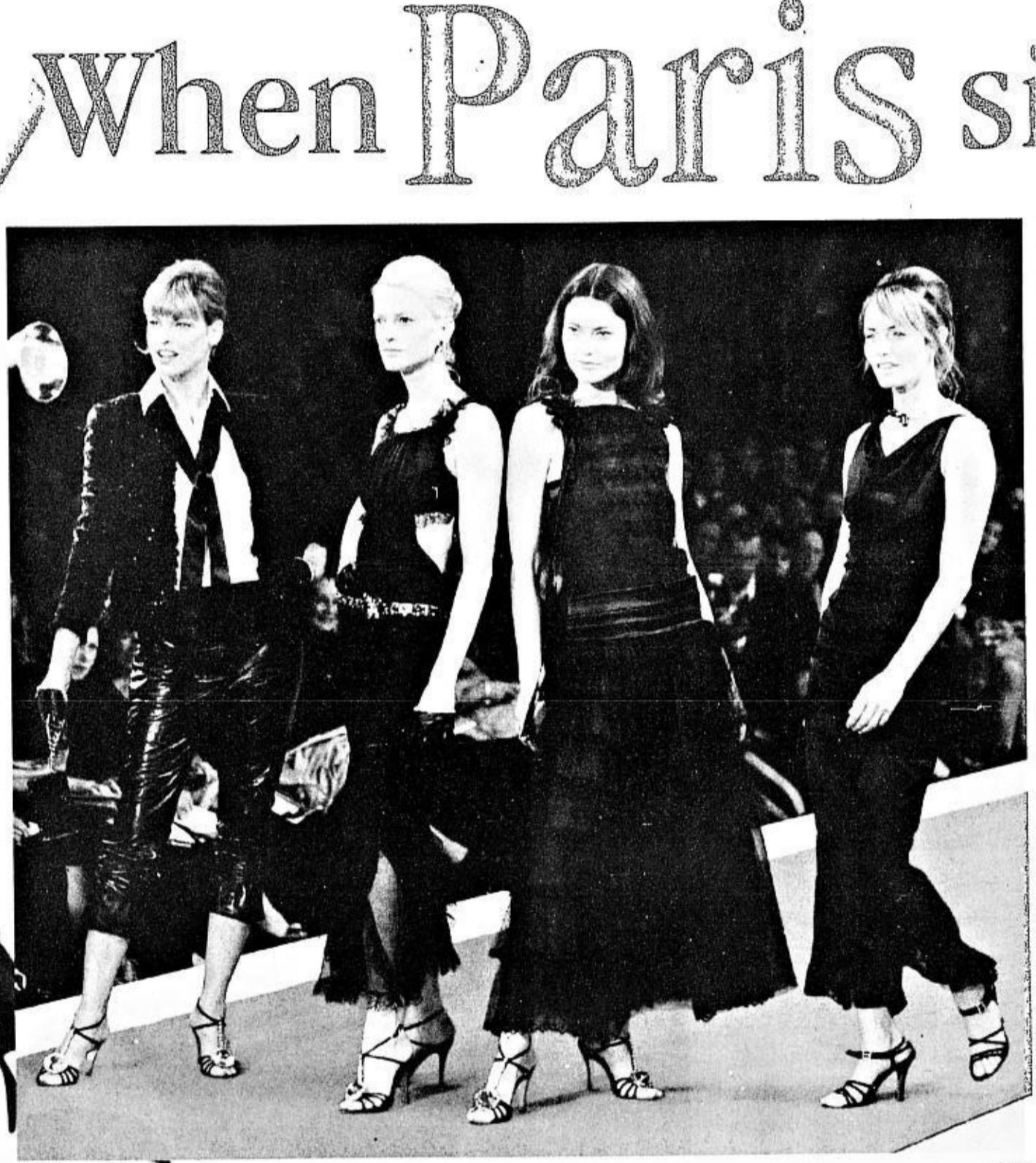
AP JOHN Galliano for Dior



GUCCI



AP JOHN Galliano for Dior

SONIA Rykiel
REUTERSKARL Lagerfeld for Chanel
REUTERSYOHJI Yamamoto
REUTERSNAOKI Takizawa for Issey Miyake
REUTERSVIVIENNE Westwood
APEMPORIO Armani
APALEXANDER McQueen
REUTERSYOHJI Yamamoto
REUTERS



REUTERS STEPHANO Pilati for Yves Saint Laurent AP

Handcrafted luxury

COLE Haan, America's premier luxury and style brand, presents a new line of completely hand-crafted footwear and leather goods.

CH Collection, higher-priced and more fashion-forward than the regular Cole Haan line, is the US brand's attempt to gain a bigger share of the higher-end luxury goods accessories market, dominated by European names such as Gucci and Prada.

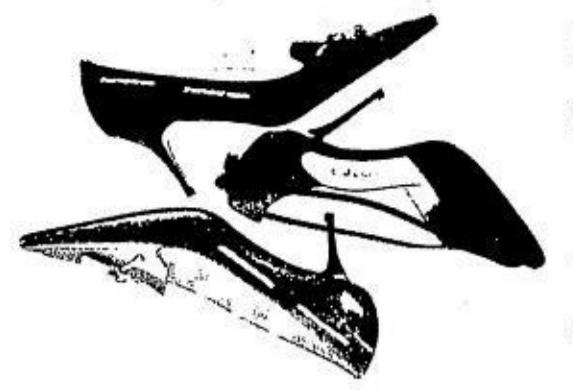
With products all made entirely by hand, CH Collection epitomizes personalized luxury. Cole Haan creative director Gordon Thompson even created a new logo for the line, rendering Cole

Haan in his own signature.

CH Collection's debut in the US this fall is backed up by a six-million dollar advertising campaign, emphasizing the line's fashion-forwardness, with appearances in top fashion glossies such as Vogue, GQ, In Style, Marie Claire, Town & Country and W.

Select pieces of the Cole Haan Collection are now available at Cole Haan boutiques in Rockwell and Glorietta 4, as well as selected Rustan's outlets.

Cole Haan is exclusively distributed in the Philippines by 128 Dream Fountain Corporation.



zzles

page E1

In the paparazzi circus created by the once-of film star Nicole Kidman, the new of the label's fabled No. 5 perfume, at a appropriately titled "Red Carpet." But collection—a skillful mix of brilliantly red tweed suits, 1940s-style swimwear, glamorous siren gowns—stood on its if you could ignore the stampeding horses long enough to actually focus on it.

Lebe Philo at Chloe perfectly captured modern feminine vibe sweeping through bows, earning rapturous applause for her tie-inspired pieces, casual masculine-cut and slinky satin dresses in ocean blue reen.

entino gave his tanned glamour girls a makeover, making the parka—in taffeta, organdy, naturally—and glittering gold shirts the centerpieces of his sexy line.

andi Lauper told us in the 1980s that girls want to have fun, a lesson well learned by Jacobs at Louis Vuitton, John Galliano Christian Dior and Christian Lacroix.

Vuitton show was full of sparkle and colors, while at Dior, Galliano sent out visible, youthful clothes, abandoning his catwalk theatrics. Lacroix's giant pink coat summed up the bright, cheery

ich design duo Viktor and Rolf picked up Galliano left off in the drama department, electrifying the Paris fashion crowd their explosive black and pink ribbons—tension—the clever launch for their new line.

xander McQueen, also a bit of a show-wowed his audience by staging a stylish chess, putting his models on a check-atwalk.

as trends for next summer, the ethnic teen in Milan did not travel to the Paris walks, except maybe at Kenzo, but a few son threads ran through the collections French capital.

aim made a welcome return—as a re-of a classic 1947 suit at Dior, plastered logos at Louis Vuitton, and even at Herwhere Gaultier sent out luxurious jeans in dark blue or forest green.

relian breeze also swept through Paris, Lanvin, Emanuel Ungaro, Paco Rabanne Greek-born British designer Sophia alaki—who abandoned London to her Paris debut—all showing softly d dresses.

always, Japan's poetic designers bucked ends. Yohji Yamamoto led the pack withunningly crafted collection, Naoki Tak explored the idea of applying makeup thing, and Jun Takahashi offered a study using time at Undercover with dresses looked like aging paintings.

key debuts of the week failed to im with Italian designers Stefano Pilati at Saint Laurent and Roberto Menichetti at struggling to fill the shoes of their natic US predecessors, Tom Ford and Karl Kors.

there is nothing more difficult in fashion-replacing a well-liked, larger-than- designer. Fashionistas, mark your calen for March 2005, to see how Pilati and hetti fare in their second outings. AFP

GUYITO WILD HUNT

REWARDS

The wild chase is on for Inquirer's Guyito!

Look for the specially-marked Guyito coupon in the pages of Inquirer everyday. Cut out, put your name, address and signature. Drop at designated drop boxes for a shot at your most wanted rewards!

Join the fun as Inquirer celebrates its 19th anniversary. Hunt from September 27 to December 14, 2004!

Prizes (One winner per item)

Prizes	Grand Prize
MONTHLY DRAW	Toyota Altis 1.8J M/T
October Draw	20 GB iPod
iPad	Concession Palm Zire 72
Olympus MU300	iPod
Fujitsu A202	Olympus 400
Epson Printer	Fujitsu F1
Blackberry 7230	Epson Printer
Canon A70 Digicam	Panasonic X400
20 GB iPod	Motorola MPX 200
	Motorola C380
	Motorola E388
	Motorola V3
	4GB iPod
	2GB Pod
	Motorola C650
	Panasonic X300
	Palm Zire 31
	Epson CX1000 Printer
	Canon A70 Digicam

PROMO MECHANICS:

- Each copy of the Philippine Daily Inquirer will contain a specially-made Guyito the Inquirer's illustrated cartoon icon. Insert in one of the pages. The hidden Guyito will appear in the PDI daily from September 27 to December 14, 2004.
- Participant can then cut-out the Guyito coupon, write down legibly his/her name, address, contact number and affix signature on the blanks provided, and send to Philippine Daily Inquirer offices or drop in drop boxes. Only original Guyito coupons will be considered valid entries. Original coupons are marked with the Guyito Wild Hunt promo logo.
- Only one Guyito coupon will be featured in each Inquirer issue from Monday to Saturday. There will be two Guyito coupons featured in Inquirer every Sunday.
- There are two ways to send entries:
 - Mail to:
Guyito Wild Hunt: Inquirer 19th Anniversary Promo
c/o PDI Building Don Chino Roces Avenue,
Corner Yague and Mascardo Streets, Makati City
 - Drop in drop boxes located at the following:
Robinsons Movieworld cinema lobbies (all branches)
Glorietta 1 Cinema Lobby
Glorietta 4 Cinema Lobby
Greenbelt 1 Cinema Lobby
Greenbelt 1 Mall
Greenbelt 3 Customer Service
Greenbelt 3 Cinema Lobby
Alabang Town Center Mall
Alabang Town Center Cinema Lobby
Ayala Center Cubao Mall
Ayala Center Cubo Cinema Lobby
Nelopia (all branches)
LBC (all branches)
- For the monthly draws, deadline of entries are on October 17 and November 17. Monthly winners will be drawn on October 22 and November 22, 3pm, at the Philippine Daily Inquirer head office. Winners will be notified thru a phone call and registered mail from a Philippine Daily Inquirer representative. Non-winning entries per draw will be included in the succeeding draws. The list of monthly winners will be published within two weeks after the draw.
- Deadline of entries for the grand draw is on December 14. Mailed-in entries must be received by December 17. Grand draw and consolation prize winners will be drawn on December 21, 2004 at 12nn. Grand prize winner will be notified via telephone.
- A winner can only win once per draw. If a name gets drawn more than once, he/she gets the prize of higher value. Prize categories are monthly consolation prize, and grand prize.

PROMO EXCLUSIONS:

All employees of Philippine Daily Inquirer, Harrison Communications and their relatives up to second degree of consanguinity or affinity are not eligible to join the promo.

PRIZE CLAIMING:

All prizes must be claimed within sixty (60) days from receipt of notification from the Philippine Daily Inquirer representative.

TERMS AND CONDITIONS:

(1) Two valid IDs with complete real name, picture and correct address. Photocopies of any of the two documents (i.e. birth certificate, marriage contract, SSS ID, driver's license, school ID and/or passport) should be submitted upon claiming of prize.

(2) Registered mail that the Philippine Daily Inquirer sent to the winner of the Guyito Wild Hunt raffle draw.

(3) Representative's valid identification and authorization letter from the winner (if prize is claimed through a representative).

(4) All prizes must be claimed within sixty (60) days from receipt of notification from the Philippine Daily Inquirer representative.

(5) All unclaimed prizes after the said date shall be forfeited in favor of PDI with prior DTI approval.

PERIOD OF PROMOTION:

September 27 to December 14, 2004.

PRIZE LIST:

- All winners below 18 years of age need to be with their legal guardian to claim prize. Both the minor and the parent/guardian should present valid identification. The latter should also present proof that he/she is the legal guardian of the minor.
- Prizes are transferable but not convertible to cash.
- For more questions call Ms. Cheng dela Cruz of Inquirer's Marketing Department at 897-8808 loc 237.
- Metro Manila winners may claim their prizes at the Philippine Daily Inquirer office at the Philippine Daily Inquirer Building, Chino Roces Avenue (Pasong Tamo) corner Yague and Mascardo Sts., Makati City. Provincial winners may claim their prizes at the nearest Inquirer office indicated on the registered entry. Winners may claim their prize from October 18.
- All winners are required to present the following to an authorized Philippine Daily Inquirer representative:
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PERIOD OF PROMOTION:

September 27 to December 14, 2004.

PRIZE LIST:

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- Prizes are transferable but not convertible to cash.
- For more questions call Ms. Cheng dela Cruz of Inquirer's Marketing Department at 897-8808 loc 237.
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PRIZE EXCLUSIONS:

All employees of Philippine Daily Inquirer, Harrison Communications and their relatives up to second degree of consanguinity or affinity are not eligible to join the promo.

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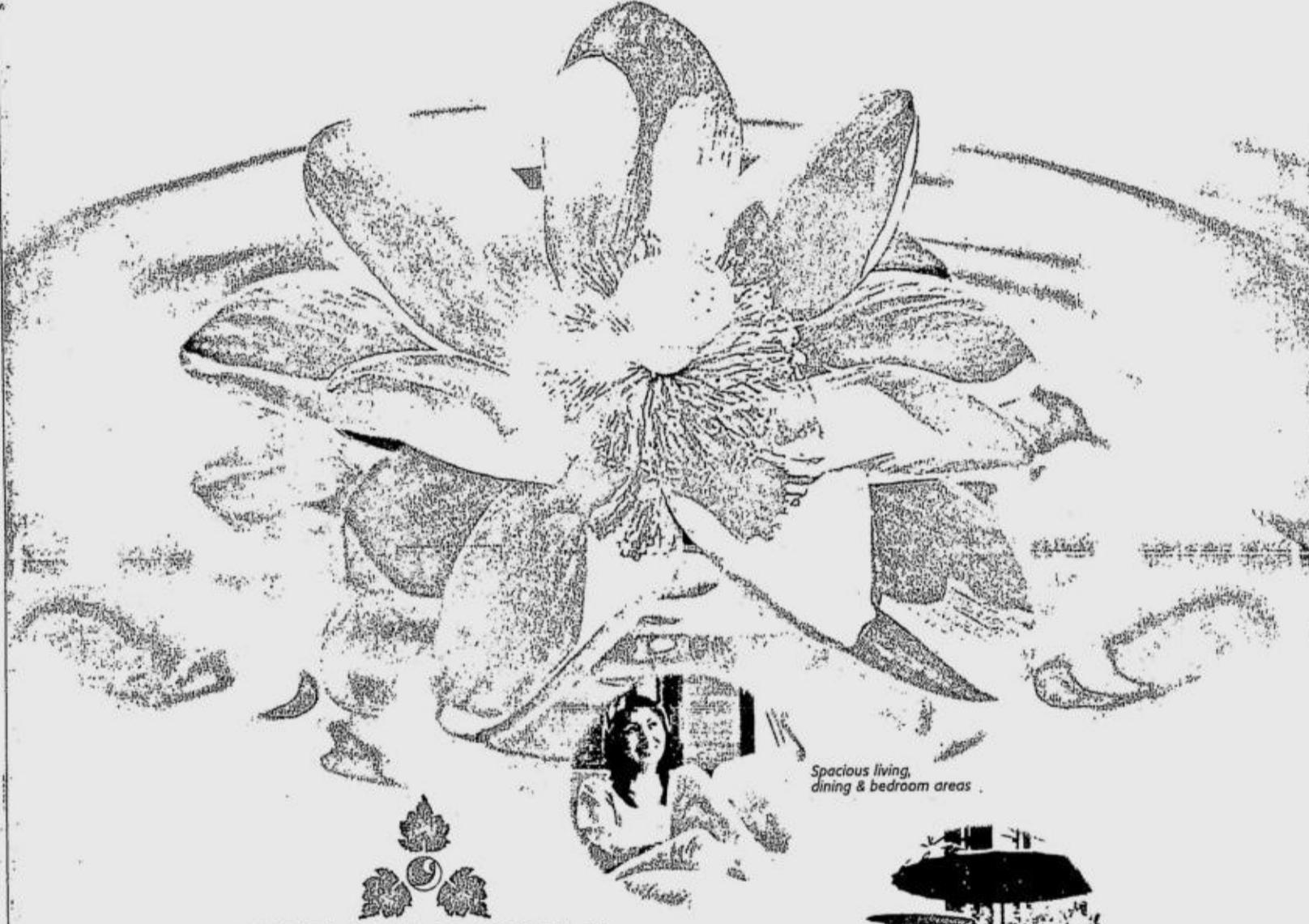


FEDERAL Design Expo recently inaugurated the Brazilian Tiles section of their store in Pasong Tamo, Makati. Balangkasian chairman architect Cathy Carunungan (third from left) and Brazilian Ambassador Claudio Maria Henrique Do Couto Lyra (fifth from left) led the ribbon cutting, while (from left) Brazilian Embassy Deputy Chief of Mission Carlos de Carvalho, architect Angel Doria, UAP national president architect Enrique Olonan, Federal Design Expo GM Paquito Ngo, FDE's Jeffrey Ng and FDE's VP for corporate sales Benedict Tan shook ceremonial maracas to the beat of samba.



THE BELLEVUE Hotel organizes by-invitation dinners for its Chef's Table as a way of saying thanks to its long-staying guests and VIPs. Photo shows (first row, from left) The Bellevue Hotel assistant director for sales Mina Sabino; The Bellevue Hotel GM Cyndy Tan-Jarabata; (second row, from left) Bellevue sales executive Esabela Suarez; managing director of Cypress Manufacturing Ltd. Bong Leal; CML consultant Don Mika; Jeanet Mika; Sunpower Manufacturing Ltd. managing director Greg Reichow; CML consultant Tony Adams; Cece Layton; AMI Semiconductors president Chris Layton; and Leigh Ann Reichow.

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UNIFEM holds fund-raising bazaar tomorrow

THE UNITED Nations Development Fund for Women (Unifem) Bazaar will be held 8 a.m.-5 p.m., tomorrow at the Makati Sports Club, L. P. Leviste (formerly Alfaro) corner Gallardo Streets, Salcedo Village, Makati City. Proceeds will go to Unifem, which was set up to help improve the status of women and promote women's empowerment and gender equality. Call 8106703, 6877254, 8446981 and 8166326.

GOINGS ON

ROBINSONS

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their first anniversary by holding shows today until Oct. 22 at the malls' activity area. Mallgoers can also win prizes in a raffle promo ongoing until Oct. 28. Draw date is on Oct. 29.

SALE. Lee Denim USA kicks off the holiday season with a month-long sale at all SM Department Stores nationwide. Prices of hip denim and street wear go for as low as 50-percent off. Revamp your wardrobe with Lee tops and bottoms and stand out from the crowd! Promo period is from October 4-31.

CONCERT. Cavite Coliseum in' Habay II, Bacoor, Cavite presents the rock bands Grayhoundz and Starscream today. Call 8735989.

PLAY. Atlantis Productions presents Anne Nelson's play, "The Guys," tomorrow at Carlos P. Romulo Auditorium, Makati. Call 8927078/8401187.

CELEBRATION. The Philippine Toastmasters District 75 will mark Toastmasters month on Oct. 16-17, 8 a.m.-4 p.m., at the multi-purpose hall, Camp Crame, QC. Call 4213265/4379330.

SALE. Shangri-La Plaza holds Kids Fashion Sale, today until Oct. 31 at the mall's Kids' Zone, level 4. Freebies for kids will be given away on Oct. 16 and 17, 1-5 p.m. Call 6337851.

CONCERT. The UST Performing Artists continue to take center stage in Paco Park Presents with the UST Woodwind Ensemble. The concert will be held tonight at 6. Admission is free.

FAIR. Sta. Lucia East Department Store features Kids' Fair until Oct. 31. The month-long sale offers a pre-holiday shopping spree with huge discounts of up to 50-percent off on kiddie stuff. Kids' Day Out will be held tomorrow, 2 p.m., at the mall's Entertainment Center. Redeem an invitation card cum ticket at the Customer Service counter after presenting a P300 single purchase receipt from SLEDS Children's Section of Planet Toys and have an afternoon packed with fun activities.

HOMECOMING. Manila Science High School Alumni Foundation, Inc. invites all MaSci alumni to this year's Grand Alumni Homecoming celebration, tomorrow at Manila Science High School Auditorium, cor. Padre Faura, Taft Avenue, Manila. Registration starts at 12:30 p.m. Call 0917-8215432 or 0920-8973148, or e-mail masci_alumni@yahoo.com.

KIDS' FAIR. Festival Supermall in Alabang holds Kids' Sale until Oct. 17; X-Trek Micro Racing show, today; Scrapbooking, tomorrow; and Bratz fashion show, Oct. 17.

SEMINAR. Communication Foundation for Asia will hold a Lay Empowerment for Advocacy Development seminar on Oct. 16 and 23 and Nov. 13 and 20, 8 a.m.-12 nn, at CFA Training Room, 4427 Interior Old Sta. Mesa, Manila. Call 7147233/7132981.

FUN NITE. Sulo Hotel presents Christine Barangan, tomorrow at Divata Cocktail Lounge. Call 9245051 to 71.

BAZAAR. Santuario de San Antonio Parish Center features "Bazaar sa Forbes Park" on Oct. 17. Call 8250804/3482.

CONCERT. Members of the Association of Ballet Academies of the Philippines present "An Afternoon with ABAP," in Concert at the Park on Oct. 17, 5 p.m. Admission is free.

SEMINAR. Corban Daycare and Tutorial Center will offer Easy English seminar on Oct. 17 and 24, 2-5 p.m. Call 8426665/8093050.

SHOW. ABC launches its new show, "Mom Ko 'To," on Oct. 19, 11 a.m., at Barrio Fiesta Restaurant, Ermita, Manila.

CONVENTION. The first national convention of campus ministries will be held on Oct. 20-22 at the grand ballroom of Westin Philippine Plaza.

LIFESTYLE

Text us your feedback: city/message to 2207 (Globe) or 283 (Smart)

erno goes global

Story on page F2

PHILIPPINE Eagle-inspired gown by Cary Santiago

The Philippines is set to send cutting-edge variations on the traditional Pinoy costume to the Paris young designers contest



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GREAT PHYSIQUES WHO TRAIN AT GOLD'S GYM

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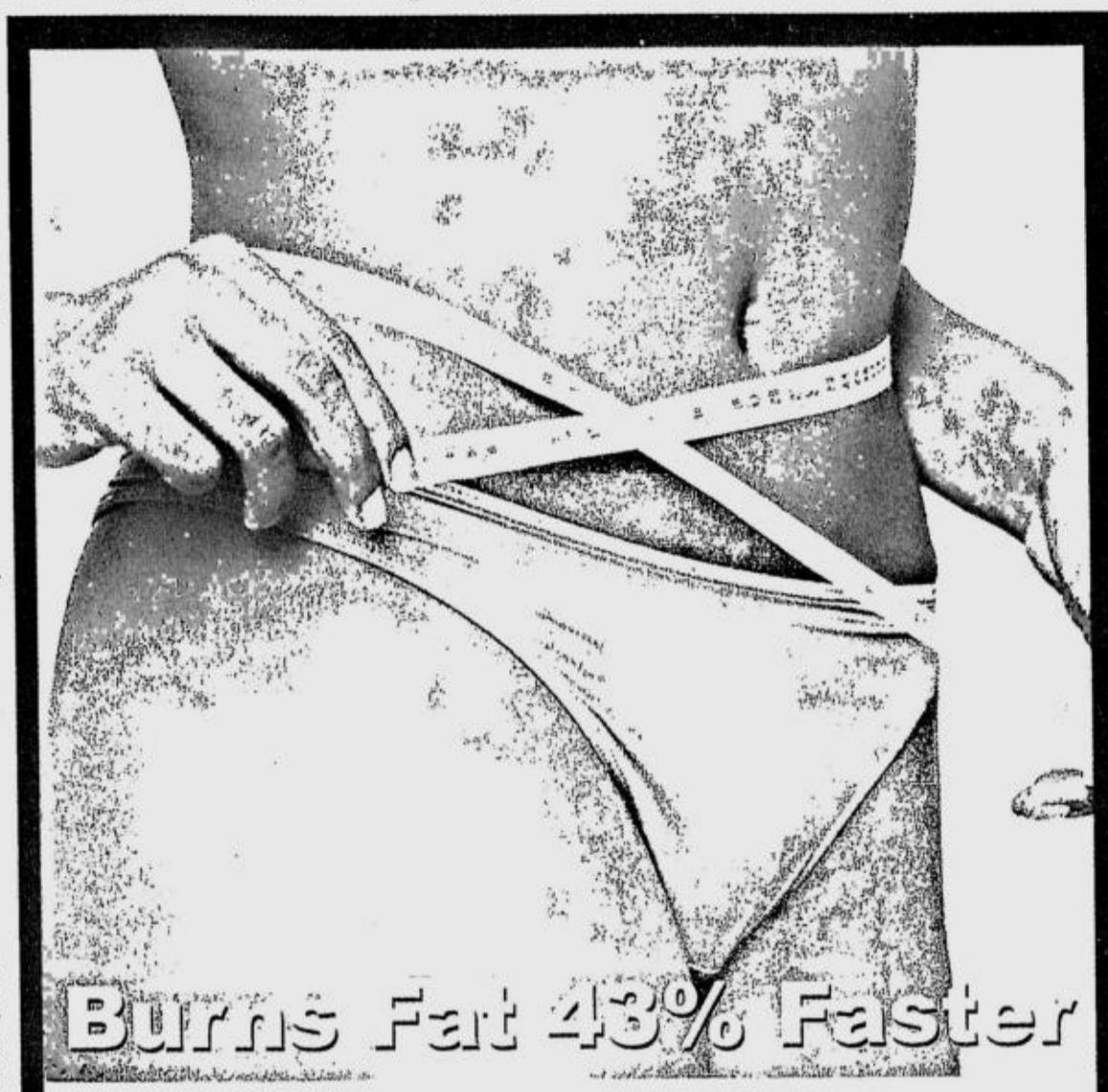
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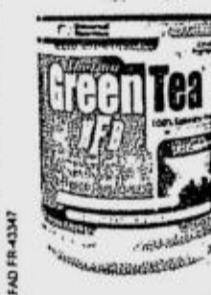
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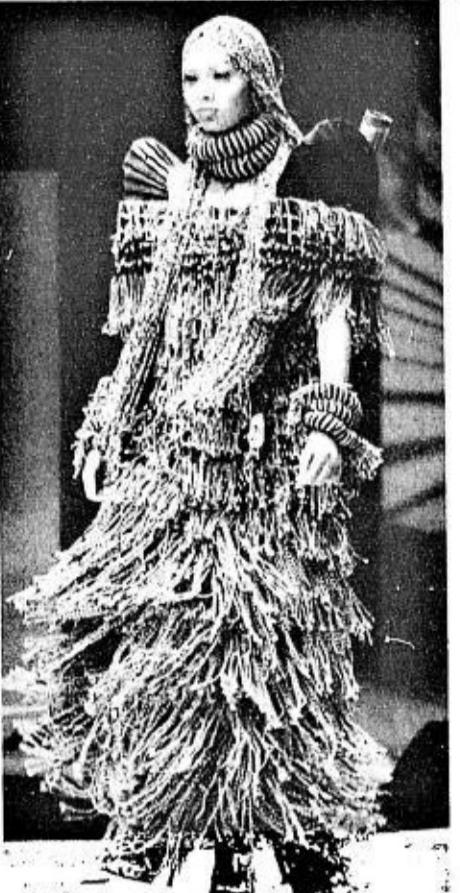
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Terno goes glo

Text by Alex Y. Vergara
Photos by Chito Vecina



GARIMON Roferos

AFISH, two birds and 8,000 pieces of five-centavo coins were among the many inspirations for the 24 young Filipino fashion designers' individual take on the terno.

The Philippine Fashion Design Competition, under the auspices of the Fashion Design Council of the Philippines, recently concluded its search for representatives to the International Competition of Young Fashion Designers to be held Dec. 16 in Paris.

The annual search, which culminated in a recent fashion show directed by Robby Carmona at the Glorietta Activity Center, saw designers from around the country showing off their clothes to a panel of judges from fashion, journalism, business and the arts.

We wouldn't want to be in their shoes, as this year's field was crowded with unique and attractive entries. The designers' choice of materials and the way they manipulated them were simply mind-boggling.

For instance, Garimon Roferos' entry—from the sleeves down to the skirt—was made of hand-woven water hyacinth, metal and bago-bago vines. Although it was a lovely sight to behold, our heart went out to the poor model who had to wear the outfit and stand all night until the last winner was called.

John Herrera, on the other hand, made use of crushed abaca weave with layers upon layers of tulle to fashion a terno that's probably the environmental equivalent of Sarah Jessica Parker's outfit in "Sex and the City." He reinforced his cocoon inspiration by confining a lone butterfly inside the model's opaque headdress.

Since the current theme for the 2004 Paris tilt is "Ecology and the Environment," members of FDCP chose to focus on "Rebirth and Renewal: The Philippine Butterfly" as a means of promoting the terno's butterfly sleeves.

We just wished some of the designers had left the poor butterfly alone. Aside from Herrera, Randall Solomon used several butterflies as visual props. Didn't he know that releasing such delicate winged creatures in a covered venue was pure and simple cruelty? So much for the environment.

From a crowded field of 24, FDCP members selected 12 semi-finalists. To make the pre-selection process more transparent, FDCP members invited several journalists to help them arrive at the Magic 12. Such an attempt to include outsiders,

GRAND prize winner Cary Santiago



WINNING designers Brian Leyva, Ignacio Loyola, Cary Santiago, Dodge Batu and Jun Escario

however, ended in problems. Some were sleeping on the

Top 5

After the Gloria, five designers won: of Cebu, Dodge Batu of Cavite, Ignacio Loyola of Cebu.

Herrera, Most Promising, while Edy, for his sw

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JOHN Herrera



EDWIN Tan

The designers' choice of materials and the way they manipulated them were simply mind-boggling

Davao. It's really one proud bird."

Batu also drew inspiration from a bird, this time a mythical one. Unlike Santiago's creation, however, not a single animal part was used in Batu's "Flight of the Phoenix."

Instead, he used hundreds upon hundreds

Instead, he used hundreds upon hundreds of fossilized sleeves to double as feathers. The model also wore a flat headdress made of the same material. The white faux feathers functioned as a petticoat as well as lining, and provided an ideal contrast to the gown's bright beadwork and hand-embroidery on black tinalak. It took Batu and 12 women from Samal island four weeks to finish everything.

"The leaves were actually soaked in a solution for several days," says Batu. "I just scrubbed them and the first layers came out."

Another wearable entry—and one of our personal favorites—was Escario's "The Origin," a form-fitting, 1930s-inspired gown made of stretch tulle and embellished with hundreds of tiny beads, corals and ostrich feathers. To give the gown a French feel, the designer made a pair of detachable butterfly

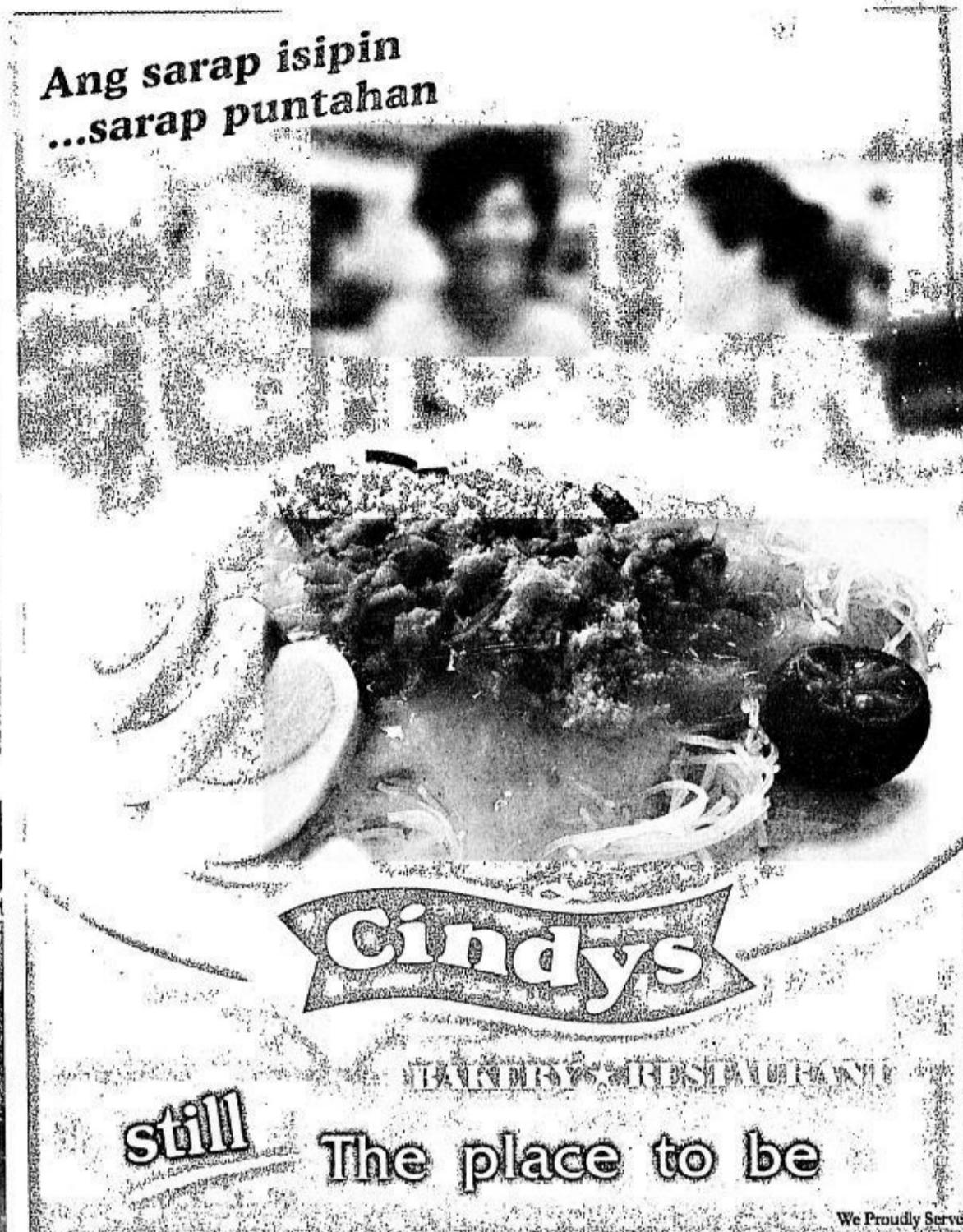
"I really based it on the concept of reinventing the butterfly sleeves," says Escario, a veteran of the Paris-based contest. "When you wear it, it's like a bolero or a shrug. I purposefully toned down the model's makeup and

If the global, sophisticated Filipina was Escario's inspiration, Loyola was stimulated by such rustic images as the Igorot doll and the Banaue Rice Terraces up north. These influences were evident in his heavy and voluminous creation designed for the Parisian winter.

Its oversized sleeves made of Igorot knapsacks were actually part of a padded jacket lined with images of indigenous people. Aside from providing warmth, they added a shot of color to the tiered and earthy jute sack, which made up the gown's skirt. A protrusion on the back

"This is my tribute to the people of the north," says Loyola. "The bag on the back is like rainwear, but it's actually a baby carrier. The model is really topless if not for the jacket, part of which crisscrosses her chest." I

Email the author at suzanne@jcu.edu



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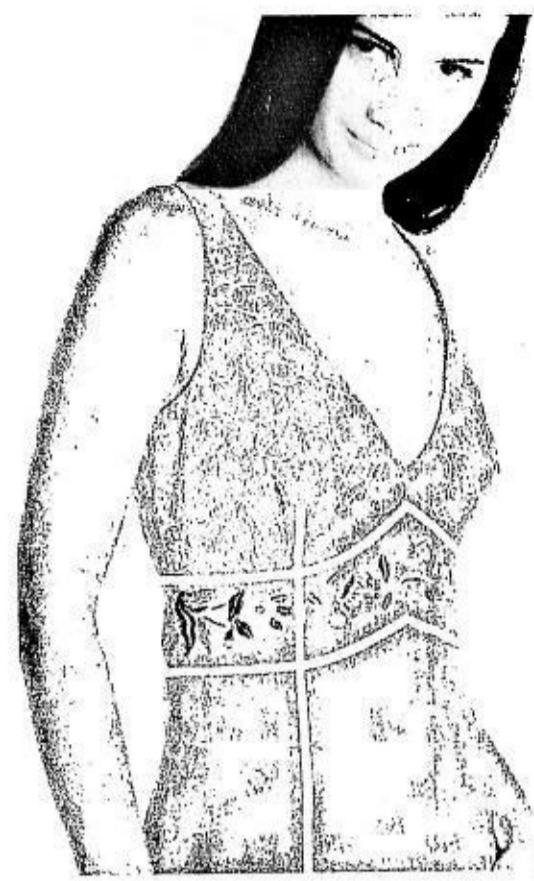
Abra - Bangued • **Ilocos Sur** (3) • **Ilocos Norte** (2) • **La Union** - Bauang • **Cagayan** - Tuguegarao City • **Isabela** - Roxas, Ilagan, Cauayan City (2), Santiago City (2) • **Baguio City** • **Pangasinan** - Mangaldan, Malasiqui, Tayug, Urdaneta (2) , Lingayen, Dagupan City (2) • **Nueva Ecija** - Guimba, Cabanatuan City • **Tarlac** (11) • **Pampanga** (2) • **Bulacan** - Malolos • **Zambales** - Olongapo City (2) • **Palauig**, Hilongos

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Get that 'Carrie' look



WHITE linen halter top with matching A-line skirt both with black ribbon trimmings and rose embroidery



FUCHSIA linen empire-cut A-line dress with contrast satin ribbon trimmings and multicolored embroidery

JM Goulbourn draws inspiration from Carrie, Sarah Jessica Parker's character in the television series "Sex and the City", for her latest collection for the SM Boutique Square.

Contrasting colors are the key to Goulbourn's take on Carrie. The designer creates a look that is both feminine and fun.

One collection features black and white dresses, tops and skirts, accented with pretty embroidery, ribbons and lace. Skirts are full or A-line, while tops are fitted—inspired by bustiers, corsets, or halter necklines.

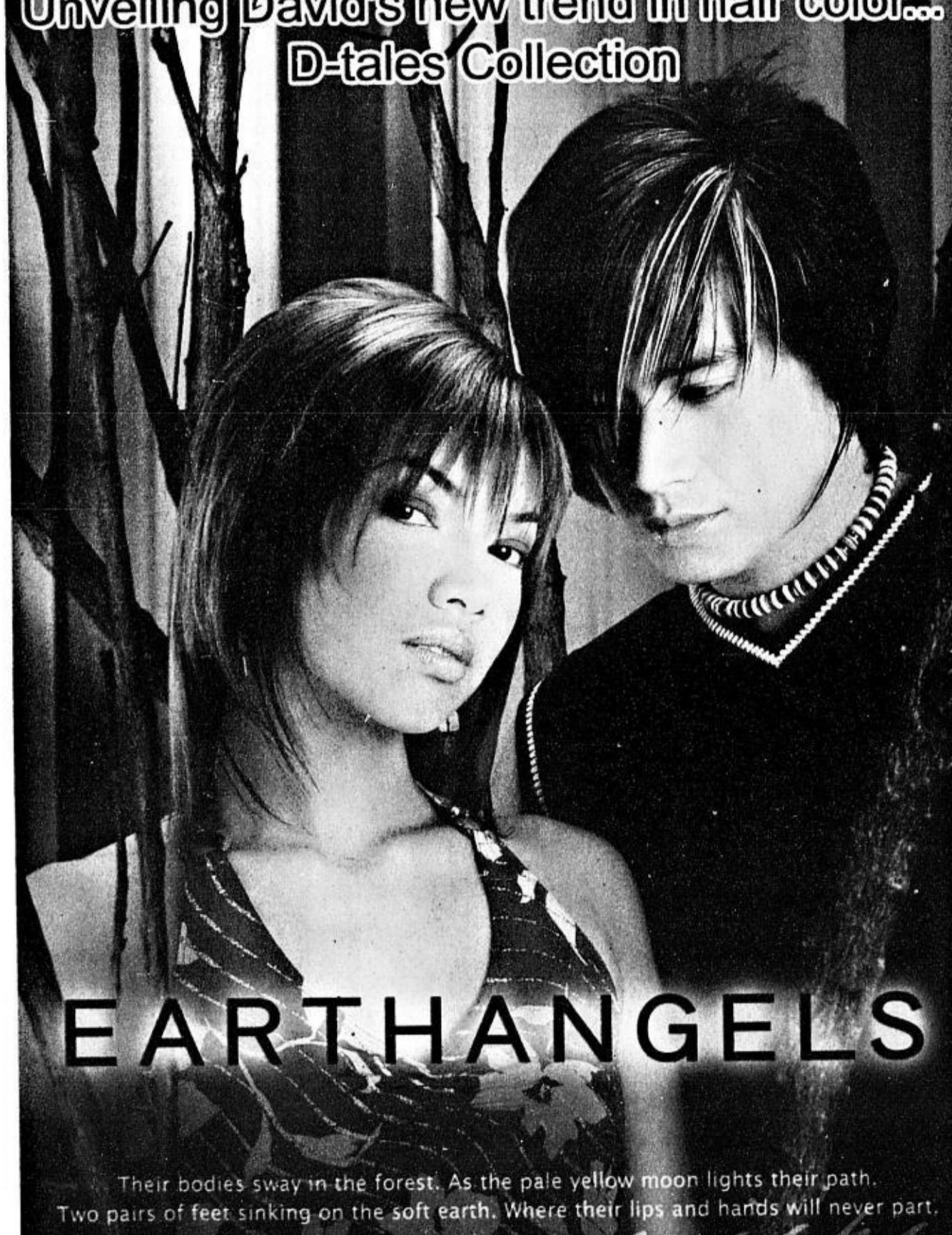
Another collection features a burst of color, while still closely hewing to the theme of contrasts—a mélange of leaf green, vibrant purple, hot fuchsia ramie linen pieces with a rainbow of ribbons and floral embroidery.

The JM Goulbourn collection is available at the SM Boutique Square.



WHITE linen bustier with star-shaped cadene embroidery and ribbon accent worn with a three-tiered white skirt

**Unveiling David's new trend in hair color...
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HENRY Sy Jr. with father Henry Sr.



INQUIRER chair Marixi Rufino Prieto and husband, mega businessman Alejandro Prieto



PROUD of our Filipino heritage. Ayala Museum docent Sigalit Djemal, mol, Maricris and Igno Zobel and Marit Yuchengco



IT'S an armful for Justo O. with wife Marina Ortiz and close pal, Inquirer president Sandy Prieto-Romualdez



US Ambassador Francis Ricciardone with Bea Zobel Jr. and Margarita Delgado



DESIGNER Josie Natori, a member of Ayala Museum's board of advisers



ADORABLE pixie beauty Kit Silverio Zobel makes her stylish entrance.



BABY Imperial, in a turn-of-the-century ilustrado outfit, with husband Coco Anne



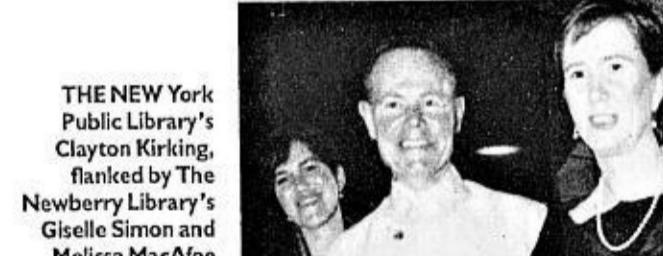
FILIPINO dressing at its best. Member of the Ayala Museum board of advisers Che-che Lazaro with Helen and TG Limcaoco



ROYALTY zooming into town. Her Royal Highness, Princess Caroline of Monaco



THE BOND gals are all set to rock the town.



THE NEW York Public Library's Clayton Kirking, flanked by The Newberry Library's Giselle Simon and Melissa MacAfee



WIFE of Philippine Ambassador to Spain Conchitina Sevilla-Bernardo and Monica Zobel-Pia



GORGEOUS Lizzie Zobel tours the third floor of the museum.

Manila all agog with royal charity dinner

HEY, Princess Caroline of Monaco is coming to town to co-host a grand chi-chi charity dinner on Oct. 25 at the ballroom of Makati Shangri-La Hotel.

Unknown to many Filipinos, Princess Caroline's pet foundation, the Amade Mondiale, which was founded by her mother, Princess Grace, has been helping the Virlanie Foundation, a local NGO for underprivileged children and poor communities, for the last eight years.

The main purpose of the Princess' "private simple working visit" is to see firsthand, the children and homes of Virlanie Foundation.

However, a charity dinner has been inserted in her très tight schedule in order to raise the badly needed funds for the many programs of her foundation.

Many of Manila's elite have responded to this super worthy cause, thanks to the efforts of the organizing committee, headed by the ultra-glamorous Imelda Cojuangco; society empress Chito Madrigal Collantes; dazzling lady of ladies Mary Prieto, and Bea Zobel, who really care for the less fortunate, *palanggas*.

It looks like the charity dinner is going to be a tremendous success. Many of our town's hotshots have made reservations, such as Danding and Gretchen Cojuangco; Rafael and Mely Hechanova; Ben Chan; architect Gerry Contreras; Tom Zita; Ambassador Benny Tantoco; Allaire royalties Jun and Elmer Lagman; Howard and Cristina Belton; HSBC's popular Warner Manning; brothers Jaime Augusto and Fernando Zobel; Rey Gerardo Bacarro; Ernie and Fe Yu; Cebu royals Michel and Amparito Lhuillier; Annabelle LuYm; Bunny Ludo and Rosebud Sala.

The charity dinner will have a specially prepared menu complemented by the finest wines. There will be musical numbers by the Virlanie Children's Choir and a fashion show by Inno Sotto. There will be special gifts from Chanel, courtesy of Rustan's.

The donation packages include silver (a donation of P10,000 per person, or P100,000 per table); gold (P20,000 per person, or P200,000 per table); and platinum (P50,000 per person, or P500,000 per table).

Donations are tax deductible. Make your check payable to Virlanie Foundation. Call 8962289 or 8955260.

Come to the dinner. It's all for a good cause.

Museum's new face

Ayala Museum had a whopper of an opening with back-to-back cocktails.

As I breezed into the museum, the security was tight. Thank goodness the guards recognized me, and I didn't have to go through all sorts of checks.

Naturellement, with Ayala Corporation hosting this happening and no less than President Macapagal-Arroyo and former President Corazon C. Aquino in attendance, as well as the museum's local and international partners, donors, artists and patrons of Filipino art, security had to be tightened, believe me.

The inauguration of this new Ayala Museum was the high point of Ayala's 170th anniversary, "Celebrating the Filipino."

The pillar of Ayala, the articulate Jaime Zobel de Ayala, chair of Ayala Foundation, under whose auspices the museum belongs, said, "The new Ayala Museum is a gift to the Filipino people. Its mandate has always been to serve the community and the nation. Through the museum, we help recollect our past by bringing back to the country Philippine collections from overseas institutions to share with a local audience."

The speech was so well delivered, I teased Jaime after his speech, "You should have your own TV show," and he answered, "No way, Maurice."

The 200 or so invitees came in their most elegant Filipino *ternos* and *barongs*. Once the speeches were over, we had the thrill of listening to homecoming Filipino soprano Margarita Gomez, cellist Wilfredo Pasabma, pianist Albert Tiu, violinist Joseph Esmeralda, and the Philippine Children's Choir from Mandaluyong, accompanied by the San Miguel Philharmonic Orchestra.

During the program, eyecatching images were projected on the ceiling and walls, showing the historic highlights of the Museum.

President Macapagal-Arroyo opened the must-see exhibits, together with Corazon Aquino and the museum's principals.

We toured the three floors of the museum. It was great seeing the famous dioramas and boat gallery; the collection of Philippine ivory art from the 16th to 19th centuries; priceless artworks of our very own masters, Fernando Amorsolo, Fernando Zobel and Juan Luna; and watercolor albums of Damian Domingo and Justiniano Asuncion.

We saw dresses superbly preserved from the 18th to 19th centuries, including loans from the collections of the Newberry Library in Chicago; the National Museum of Ethnology in Leiden, The Netherlands; the New York Public Library; the Intramuros Administration; the Bank of the Philippine Islands; and some private Filipino collectors, dahlings.

The museum was designed by Leandro V. Locsin Partners, headed by the late National Artist's son, Leandro V. Locsin Jr. "The Museum's glass and granite-clad edifice is a stunning gateway to the redeveloped Greenbelt commercial center," explained Marives Pedraja, senior collection associate.

Check it out. You'll be so proud of our heritage.

Quartet in Manila

The hot London-based string quartet, Bond, is set to enthrall Manila with its hot album, "Classified."

Wielding electric violins, viola and cello, these real sultry babes of classical music give conventional string arrangements a pop makeover by stirring in electronica, hip-hop, Latin and jazz in its eclectic repertoire.

Check out these hot Bond gals in action, dahlings, on Oct. 20, 8 p.m. at the PICC Plenary Hall. Co-presenters include Smart, Sunlife, Rado Switzerland, Gloria Jean's, Entertainment Central, Ultimate in Suspense and Action, MTV, Manila Bulletin, Fudge, Joey 92.3 and RJ100.

'In' hairstyles for men and women



PARTY hairdo



RAZOR-CUT look

VETERAN hair stylist Angelo Justin reveals that texture and layers are this year's biggest hair trend. Justin has been responsible for some of the hottest hair trends in the country.

"For women, what's in is a variation on the shag that's short against the neck with long layers on top of the bangs, shortest at the temples and longest in the middle of the forehead. For long hair, big waves are back! As for men, the wash-and-wear look is still the trend. Put hair wax to mess it up for a funkier look."

Visit Angelo Justin at Angelo Justin Salon, upper level, Goldcrest, Glorietta 2, Ayala Center, Makati City. Call 8140672 or 8140995.



ANGELO Justin



LONG-LAYERED hairstyle for men

Hand-care product line grows



YOUR hands are safe, supple and smooth with Crabtree & Evelyn's hand creams.

TAKE care of your hands with Crabtree & Evelyn hand creams. The products are formulated for hands that need help, working to keep skin soft, supple and smooth.

The award-winning Gardeners Hand Therapy line is growing with the addition of two new fragrances: Rosewater and Nantucket Briar.

Crabtree & Evelyn stresses that hands need a little therapy every day. Cold weather, air conditioning and exposure to harsh detergents and water can make hands dehydrated, dry and prone to wrinkling.

Each Hand Therapy product contains a blend of moisturizers and herbal extracts—shea butter, calendula, clover and yarrow—which leaves the skin in optimum condition naturally, without a greasy residue.

Until Oct. 24, customers will get an exclusive Crabtree & Evelyn tote bag for every purchase worth P2,500 and above. Offer is good while stocks last.



Skin care for women undergoing hormonal changes

From page G1

or enriched (orange) cleansing oil, Beta G booster, emulsion, eye cream and reinforcing gel cream. The line is perfect for tropical weather because it hydrates without that greasy feel.

Sensitive skin

A lot of my readers suddenly find that their skin has dropped its defenses and gets irritated at the sudden change in weather. "My skin didn't use to be like this, but when I hit my 40s, dry skin, uncomfortable tightness, itchiness, rashes and hives seem to be erupting at the slightest provocation," a reader wrote.

Aside from the classic Cetaphil, the very affordable Celeque cleansing wash (P64) and moisturizer are responsible for my loaded e-mail inbox as people have been thanking me for recommending the product that has given comfort to their eczema and asthma of the skin.

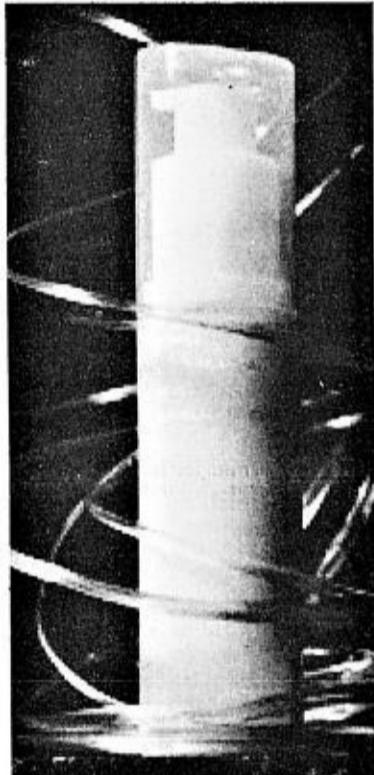
D'mark, the company that has brought in Neostrata, Exuviance and Skinceuticals,

believes that because of the pollution and heat in the Philippines, Filipinos have been reporting a higher incidence of skin sensitivity. So it has introduced the Avene line of skincare. The effective ingredient in the line is the thermal spring water, which reduces cell sensitivity, making it less reactive. It also restores the skin's pH balance and protective barrier. For now D'mark only have the face care line in the country; of this the most popular product is the mist spray, Extremely Gentle cleanser, Soothing eye cream and Skin Recovery Cream. Call D'marks, 2424242.

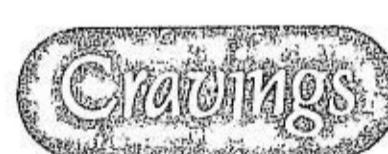
In response to numerous inquiries: for Clarity Laser Center (where I had my teeth bleached) call 9104955/64.

Envirscape is available at any Health Express store. Call 8927978. It also has branches in Cagayan de Oro, Bacolod, and Iloilo. It will soon open at SM North EDSA.

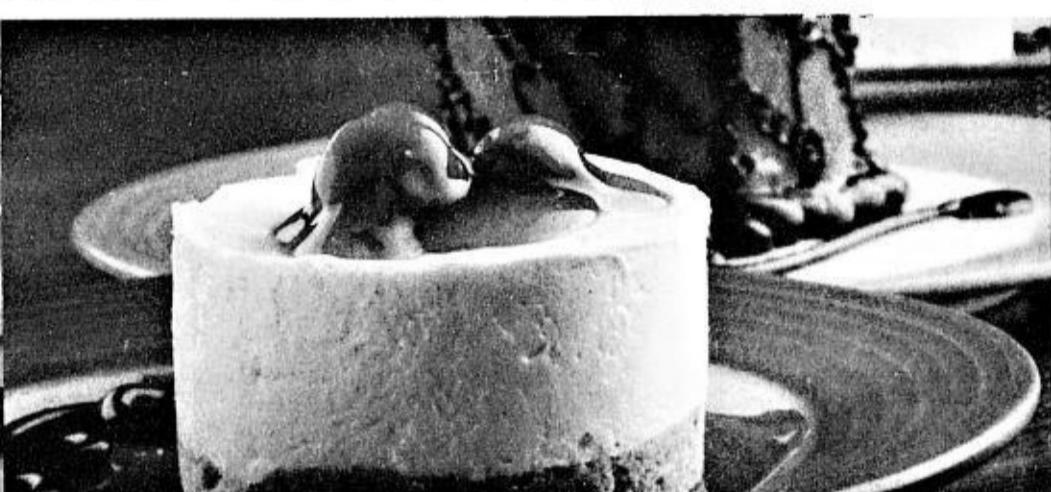
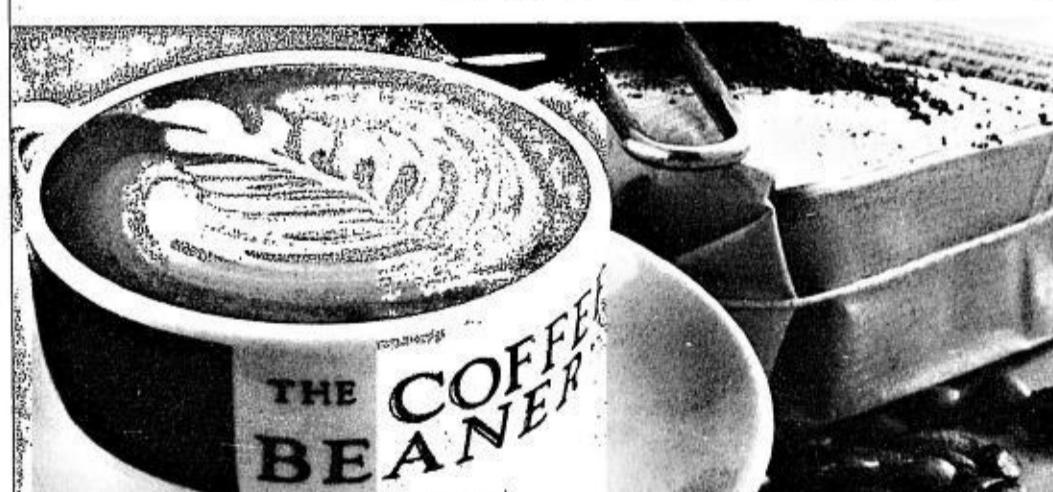
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Per OII-MCI Permit No. A3644 dated 2004

Environment conference set

THE CENTER for Environmental Awareness and Education and Nestlé Waters Philippines will hold the Philippine Educators for the Environment Conference on Oct. 22-23 at the Institute of Social Order, ISO Building, Ateneo de Manila, QC. Call 7217360.

EXHIBIT. The Wed and Revel exhibit is set on Oct. 21-23, 10 a.m.-9 p.m. at Forbes Town Center showroom. Call 2558229.

GOINGS ON

FAIR. Rockwell's Power Plant Mall invites kids to register on Oct. 22-27 for the Halloween Kids Parade. Present a P500 single purchase receipt from any of the mall's outlets. The parade will be held on Oct. 31, 11 a.m.

CONCERT. The Symphony of Joy concert of contemporary and classical music will be held on Oct. 23 at Elm Center for Renewal, 51 10th Ave., Rolling Hills Village, New Manila, QC. Call 7226749.

ANNIVERSARY. Young Women's Christian Association Manila will mark its 78th year on Oct. 23 at the association's headquarters. Call 5236513/5256065.

WORKSHOP. Multimedia artist Joey Yorac will hold a pottery class on Oct. 23, 24 and 25 and Nov. 13, 14 and 15 at Serenity Healing Center in Pasig City. Call 6345058.

ANNIVERSARY. St. Paul University Manila will hold its Grand Centennial Celebration on Oct. 24-27.

EXPO. The Student and Youth Affairs Unit of the office of the Presidential Adviser for Special Concerns will host the 1st Filipino Youth Cultural Expo on Oct. 24 at the Cultural Center of the Philippines.

CONCERT. Hiroshi and Masahiro Nitta take center stage at Mandarin Oriental Manila's Captain's Bar on Oct. 25, 6:30 p.m. Call 7508888.

PARTY. Manila Pavilion presents "Wild Oktoberfest Goes Wilder" on Oct. 29, 6 p.m. Call 5261212.

SEMINAR. The De La Salle Professional Schools, Inc.-Graduate School of Business will offer a seminar on "Staging Sporting Events," with Dr. Trish Bradbury of New Zealand's Massey University as lecturer. The seminar is set on Oct. 30-Nov. 20, 8:30 a.m., at the DLS PSI-GSB Taft Campus. Call 7534616/4618/4611.

ACTIVITIES. Dusit Hotel Nikko features "Treats and Tricks" at The Café on Oct. 30, 11 a.m.-3 p.m.

FESTIVAL. Eastwood City launches the Lantern Festival on Nov. 8-Jan. 6, 2005. Deadline for the lantern-making contest is on Nov. 11. Call 6876770 to 74.

FAIR. Family History Fair will be held on Nov. 16-18 at Lucena City. Call 6359150/6359134.

BAZAAR. Worldbox Services International presents the World Bazaar Festival on Dec. 6-13 and 23-29 at World Trade Center, Pasay City. Call 5316374/5316350.

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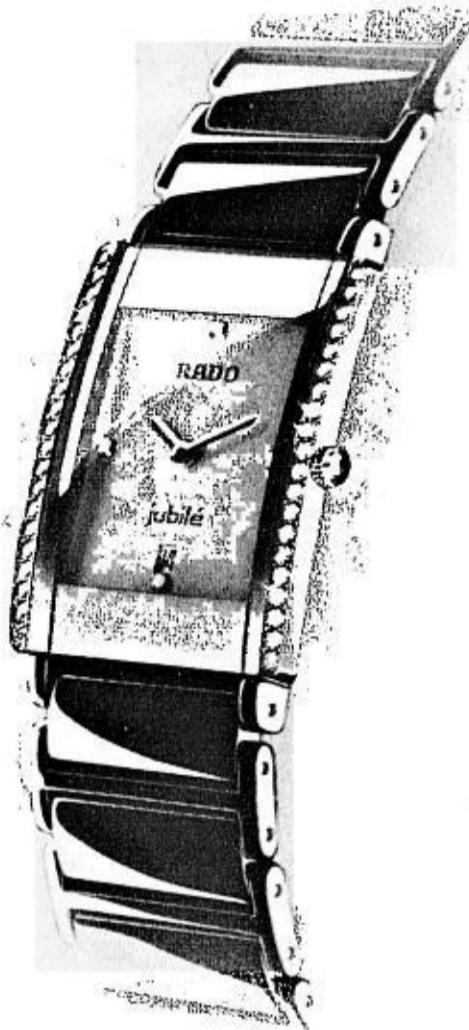


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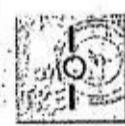
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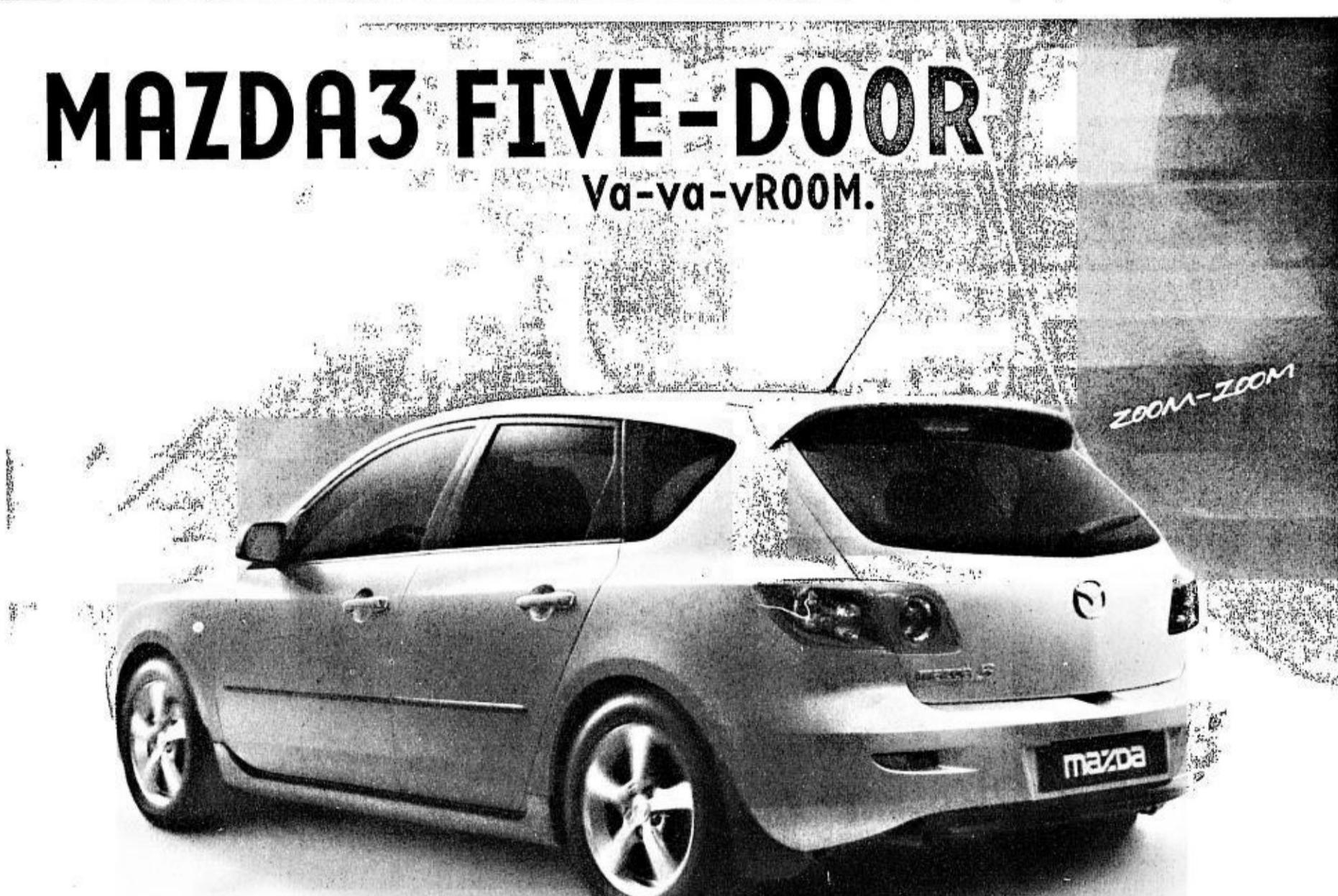
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Inquirer life name/city/message to
2207 (Globe) or 283 (Smart)

LIFE STYLE Beauty

Beauty and humanity in a bottle

Shu Uemura's Skin Purifier cleanses the skin while uplifting the heart

Text by Alex Y. Vergara
Photos by Chito Vecina

PERHAPS no skin-care product promises as much as Shu Uemura's Skin Purifier, which aspires to combine beauty, art and service to humanity in a single bottle.

The brand's celebrated cleansing oils come in several variants: Light, classic, enriched and premium.

Shu Uemura, the man behind the brand, has tapped Ai Yamaguchi to do the artwork. The young painter, 27, came up with images of four courtesans from Japan's Edo period, each to represent a variant.

Ever since Uemura introduced the cleansing oils in the 1960s, the company has come up with 10 different versions of the same cylindrical-shaped bottle.

He and Yamaguchi, a protégé of Takashi Murakami of Louis Vuitton fame, met last year in the United States. He supported one of the artist's solo exhibits, and they later collaborated to produce the limited-edition bottles.

"We sell cleansing oils practically every second of the day in various parts of the world," says Tina Tinio, Shu Uemura's business unit manager, who led in unveiling the four bottles at the Ayala Museum. "We'll be selling the same stuff packed in limited-edition bottles. They're collectors' items, as only 100,000 bottles will be sold the world over."

True to Uemura's philosophy of "retrofuture," taking inspiration from traditional elements and giving it a current if, not future spin, Yamaguchi combined the refined Japanese aesthetics with the pop-culture sensibilities of contemporary Japanese animation.

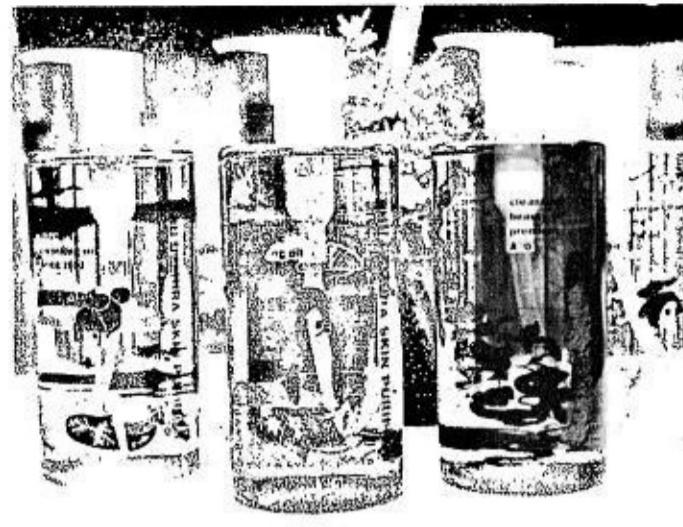
"Each artwork features a character that represents a particular skin type," says Tinio. "Since your skin's needs vary from day to day, we encourage everyone to try the other variants."

Exuding warmth and a transparent aura, Otaka appears as an exact reflection of her face in the mirror after she washes it and dries away the moisture with a towel. Gazing innocently at cherry blossoms, she's the ideal poster girl for the light variant.

Tama, who first appeared in Yamaguchi's earlier works, symbolizes the origins of both artists.

After all, Uemura, now 74, started as a makeup artist in Hollywood in the early 1960s. Despite having tied up with L'Oréal in 2000 to give the brand more global reach, he remains quite active to this day as the company's chair.

BEAUTY/H4



ONE brand, four variants

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REWARDS

The wild chase is on for Inquirer's Guyito!

Look for the specially-marked Guyito entry form in the pages of Inquirer. Cut out, put your name, address and signature. Drop at designated drop boxes for a shot at your most wanted rewards!

Join the fun as Inquirer celebrates 19 exciting years of giving Filipinos no less than balanced news and fearless views. Hunt from September 27 to December 14, 2004!

Prizes (One winner per item) **Grand Prize**: Toyota Altis 1.6J M/T

MONTLY DRAW

October Draw

IPAQ r2170 • Olympus MJU300 • Finepix a202 • Epson CX5300 Printer • 20 GB iPod • BlackBerry 7230 • Canon A70 Digicam

November Draw

20 GB iPod • HP dj450 Portable Printer • Olympus MJU400 • Fujifilm F402 • Epson CX5300 Printer • Panasonic X400 • Motorola MPX 200 • Motorola C380

Consolation

Palm Zire 72 • IPAQ • Olympus 400 • Finepix F401 • Epson Printer • Panasonic X500 • Panasonic X700 • BlackBerry 7230 • Canon A70 Digicam Motorola E398 • Motorola C650 • Motorola V3 • 40GB iPod • 20GB iPod Motorola C650 • Panasonic X300 • Palm Zire 31 • Epson CX5300 Printer • Canon A70 Digicam

PROMO MECHANICS:

- Each copy of the Philippine Daily Inquirer will contain a specially-marked coupon featuring Guyito, the broadsheet's illustrated carabao icon, hidden in one of the pages. The hidden Guyito will appear in the PDI daily from September 27 to December 14, 2004.
- Participant can then cut-out the Guyito coupon, write down legibly his/her name, address, contact number and affix signature on the blanks provided, and send to Philippine Daily Inquirer offices or drop in drop boxes. Only original Guyito coupons will be considered valid entries. Original coupons are marked with the Guyito Wild Hunt promo logo.
- Only one Guyito coupon will be featured in each Inquirer issue from Monday to Saturday. There will be two Guyito coupons featured in Inquirer every Sunday.

d) There are two ways to send entries:

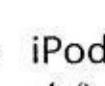
- Mail to:
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c/o PDI Building Don Chino Roces Avenue,
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 - Drop in drop boxes located at the following:
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Glorietta 1 Cinema Lobby
Glorietta 4 Cinema Lobby
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Greenbelt 3 Cinema Lobby
Alabang Town Center Mall
Alabang Town Center Cinema Lobby
Ayala Center Cebu Mall
Ayala Center Cebu Cinema Lobby
Netopia (all branches)
LBC (all branches)
 - For the monthly draws, deadlines of entries are on October 17 and November 17. Monthly winners will be drawn on October 22 and November 22, 3pm, at the Philippine Daily Inquirer head office. Winners will be notified thru a phone call and registered mail from a Philippine Daily Inquirer representative. Non-winning entries per draw will be included in the succeeding draws. The list of monthly winners will be published within two weeks after the draw.
 - Deadline of entries for the grand draw is on December 14. Mailed-in entries must be received by December 17. Grand draw and consolation prize winners will be drawn on December 21, 2004 at 12nn. Grand prize winner will win a brand new Toyota Altis.
 - A winner can only win once per draw. If a name gets drawn more than once, he/she gets the prize of higher value. Prize categories are monthly prize, consolation prize, and grand prize.
- h) All winners below 18 years of age need to be with their legal guardian to claim prize. Both the minor and the parent/guardian should present valid identification. The latter should also present proof that he/she is the legal guardian of the minor.
- i) Prizes are transferable but not convertible to cash.
- j) For more questions call Ms. Cheng dela Cruz of Inquirer's Marketing Department at 897-8808 loc 237.
- k) Metro Manila winners may claim their prizes at the Philippine Daily Inquirer office at the Philippine Daily Inquirer Building, Chino Roces Avenue (Pasong Tamo) corner Yague and Mascardo Sts., Makati City. Provincial winners may claim their prizes at the nearest Inquirer office indicated on the registered mail. Winners may claim their prize from October 18.
- l) All winners must present the following to an authorized Philippine Daily Inquirer representative:
- (1) Two valid IDs with complete real name, picture and correct address. Photocopies of any of the two documents (i.e. birth certificate, marriage contract, SSS ID, driver's license, school ID and/or passport) should be submitted upon claiming of prize.
 - (2) Registered mail that the Philippine Daily Inquirer sent to the winner of the Guyito Wild Hunt raffle draw.
 - (3) Representative's valid identification and authorization letter from the winner. (If prize is claimed through a representative)
- m) All prizes must be claimed within sixty (60) days from receipt of notification call and registered mail (whichever comes last) from an authorized Philippine Daily Inquirer representative.
- n) All unclaimed prizes after the said date shall be forfeited in favor of PDI with prior DTI approval.

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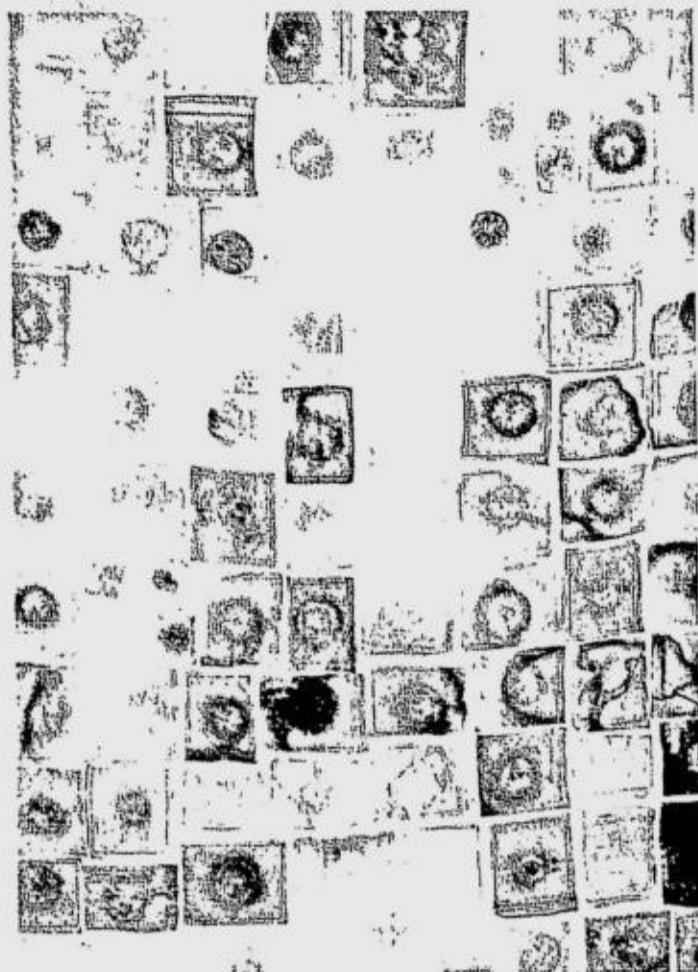
All employees of Philippine Daily Inquirer, Harrison Communications and their relatives up to second degree of consanguinity or affinity are not eligible to join the promo.



Ai Yamaguchi's characters



Per DTI Permit No. 2147, Series of 2004



ORGANZA pieces dyed with fungus and bacteria grown on the fabric, by textile designer Julie Ryder



AFRICAN-INFLUENCED
collection by Easton Pearson, by
Pamela Easton and Lydia
Pearson

RUDY ESPERAS



ANDREA Geisler's rugged-looking top, made of butte soft kangaroo pelt

Australia's down-home fashion is indigenous and experimental



ZIMMERMANN, by
sisters Nicky and Simone
Zimmermann: Marrying
fashion and function in its
coveted swimwear line

1



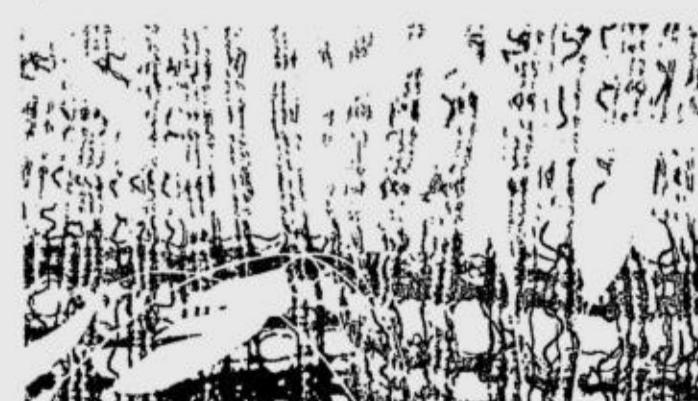
REBECCA Paterson,
for her label called
Breathlessself,
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chemical dyes to
achieve natural-
looking colors.

RUDY ESPERAS

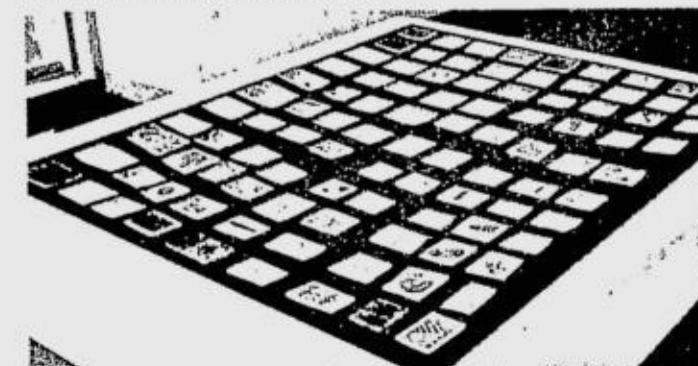


LEATHER vest by
Gwendolynne, a
collaboration
between German-
born Gwendolynne
Burkin and Richard
Nylon

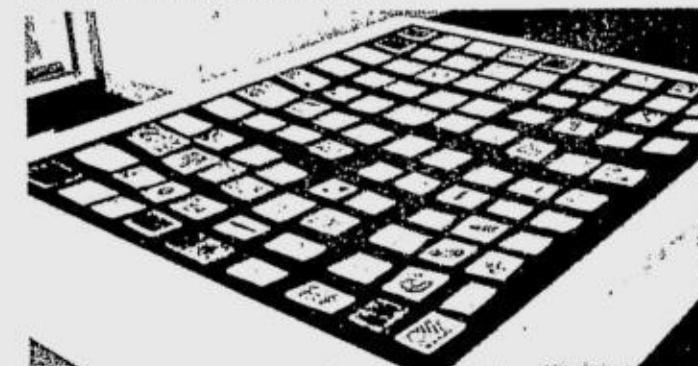
RUDY ESPERAS



ILKA White's handwoven fabric, where fiber cavorts with such materials as fowl feathers and seashells



RUST-PRINTED quilt pieces by the indigenous arts center Tiwi Design



A DECONSTRUCTED jacket using rayon,
polyester, paper and aluminum foil by Peter
Boyd and Denise Sprynskyj for S!X



AN UNLIKELY material, the table salt, finds
its way in this organza piece by Rosemary
O'Rourke.

and the instant destruction of the delicate, liquid-sensitive material.

Ilka White, a weaver and textile designer who is inspired by the fishing net, believes that "negative space [in design] is just as important." Her loosely woven fabrics are interspersed with sea shells and bird feathers.

Quilt variations

An interesting variation of rust stains and prints characterize Tiwi Design's quilt fabrics, while Sarah Crowest reuses cartoon-print found fabrics in her quilts.

Perhaps nothing is more representative of Australia than the kangaroo. The mammal's population having reached "plague proportions" in certain areas, according to Aitken, its warm fur and skin have found a place in haute couture women's wear by Andrea Geisler, a Japanese-Austrian who now calls Australia her home. Geisler's works are sold wholesale to the US and Europe.

Other commercially famous labels in the exhibit are surf-lover's Billabong, which displays its zipper- and stitch-free, heat-welded wetsuits, and high-fashion Zimmermann, maker of beach- and swimwear and lingerie.

Aitken said fashion and textile designers Down Under receive little or no assistance

from the Australian government, making them no different from their Filipino counterparts. Even then, this hasn't discouraged them from exploring new design techniques, given that their market is so much smaller, pegged only at roughly 20 million, which is Australia's population.

"Unwrapped" is part of the Met's fashion and design agenda, according to museum director Ino Manalo. When you say art, he noted, the first thing that comes to mind is paintings, which is enjoyed by only a privileged few. Fashion and design also fall under the arts, he added. And they are patronized and utilized from Balic-balic to McKinley Road.

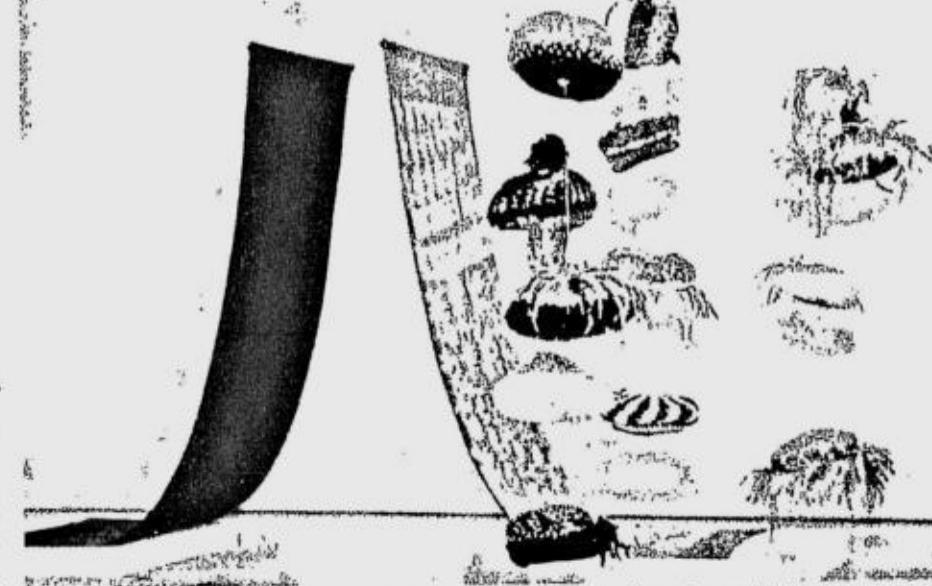
The Met last year renewed interest in the Philippine *terno* by holding an exhibit and design competition. This month, the museum will hold an exhibition of traditional and contemporary Indian costumes.

It is hoped that "Unwrapped," which has traveled to Malaysia and Thailand, will interest design students, professionals and enthusiasts, and the public.

"Unwrapped: Australian Fashion and Textile Design" is on display until Nov. 22, Monday to Saturday, at the Met museum, BSP Complex, Roxas Boulevard, Manila. Entrance fee is P50 (adults) and P30 (students). Call 5237855 or 5240876.

E-mail the author at cmoral@inquirer.com.ph

PHOTOGRAPH BY RUDY ESPERAS



ERNABELLA Arts Inc.'s tapestries and hats made of crocheted wool, camel hair, emu feathers and a variety of seeds

RUDY ESPERAS



ON HER: Ditsy-print blouse with bow, dark-green V-neck knitwear with corsage, check pleated pelmet skirt and bow front club bag. On him: Stone-printed beanie, blue check long-sleeve shirt knitted slipover vest and brown stripe boot-cut jeans

FLORAL '70s cami, green blazer, bleached denim and cord sling bag



Vintage with an edge

TOPSHOP and Topman's Autumn/Winter Collection combines classic vintage sophistication with a pleasingly contemporary edge.

Woodstock makes a comeback as vintagetanned and heeled Mary Janes go well with soft orange jerseys or slouchy high-waisted trousers. Ponchos, short-sleeve cardigans and detailed skinny knitwear substitute for unwieldy jackets.

Topshop, meanwhile, goes for vintage tweed checked coats and fur tippets. Wrap-front floral dresses, bright teal tea threads or ditsy print camisoles downplay the strong earthy outerwear. Accessorize with knitted belts for that haughty sexy look.

Brit Chic is reincarnated with modern striped tees, jersey, blazers and shrunken jackets alongside your "used and abused" denims.

The cool Chanel look of the '20s is also reinvented with stripes and print mixes. Sport your stacked heels and copper-gold or metallic platform wedges, then top the look with a jeweled scarf or a beaded shawl.

For Topman, heavy gauge knitwear and caps are the norm, as are retro prints, tweed pants and fur-trimmed parkas. Checked shirts and vintage tops can be worn even under blanket-lined coats, jackets and hooded windbreakers.

Topshop and Topman's Autumn/Winter 2004 Collection is available at all Topshop branches in Robinsons Galleria, Robinsons Place Manila, Shangri-La Plaza Mall, Glorieta 2, Rockwell Power Plant Mall and Alabang Town Center, and Topman stores at Robinsons Galleria and Robinsons Place Manila.



BLACK jacket with brooch, eagle-print vest, studded square belt and stripe pleated denim skirt



ESCADA Sport green-and-blue striped long-sleeve top matched with green pants and denim jacket for a comfortable ride with Mercedes-Benz SLK 200 Compressor with retractable top

Cars and clothes extravaganza

ESCADA and other high-fashion brands and Mercedes-Benz collaborate in a show featuring the latest in German design and car models on Oct. 22 at the CATS Motors Inc. showroom, Bonifacio Global City.

The event, "The Mercedes-Benz Fashion Show," is one of the activities for German Month. Theme of this year's celebration is "Germany—it's more than you think!"

The event is being organized by Fairs and More, a subsidiary of the European Chamber of Commerce of the Philippines (ECCP), in cooperation with the German Embassy and with the support of ABS-CBN, Studio 23, ANC, Cinema One, Lifestyle Network and MYX.

Mercedes-Benz has organized its own fashion week for some years now in New York,

Los Angeles and a few other cities. Now, it brings the show to the Philippines.

For the show, Escada showcases innovative fabrics in sophisticated designs. Escada Sport features vibrant, fresh colors in casual wear with sporty elements for leisure and weekend fun.

Another participant, Laurel will feature apparel with classic elegance while the Betty Barclay collection combines classic and modern features in an array of colors.

Puma will dress up 10 teenagers from the German School in its "Motor Sport Fashion Collection," to match the show's theme.

To match the fashionable clothes, the latest Mercedes-Benz models will be on display.

Siemens, a participating sponsor, will showcase its latest mobile phones in its booth at the showroom.

Visit www.germany-philippines.com, or call 8451324.



MERCEDES-BENZ SLK 200 is all set to hit the road with its muse in Laurel-printed jacket and skirt and Escada eyewear

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Beauty and humanity in a bottle

From page H1

Classic oil

Tama now graces bottles containing the classic oil, a favorite with Shu Uemura fans the world over.

Yamaguchi wants the golden oil to impart "traditional Japanese beauty as well as the oil's history and Shu Uemura's tradition."

Okyo, who's caught between the world of fantasy and reality, longs to remove deep and persistent concerns (wrinkles?) that remain with her as she sleeps. And so do countless women.

She may have the solution to problems concerning dry skin in a bottle of enriched, vermillion oil that's loaded with "intense and powerful elements."

To delay or mitigate impending and obvious signs of aging, Shu Uemura has introduced a premium variant that's said to be derived from green tea (thus its color).

In her green world swathed with clouds, Ichi gazes intensely, trying to comprehend her surroundings and her future. Indeed, beauty that's beyond skin-deep endures beyond one's youth.

For its efforts at promoting art and beauty to have lasting meaning, Shu Uemura, the brand as well as the man, have made it a point to give the proceeds from the sale of the bottles to a charity organization that supports children and the arts.

She Uemura Phils. has chosen the Center of Excellence in Public Elementary Education (Centex), a project of the Ayala Foundation, as its beneficiary.

Centex has been cited for understanding the holistic development of children through the inclusion of music and the arts, two areas that receive the least priority among public schools, in their education.



WHEN artists meet. Shu Uemura and Ai Yamaguchi

After working with countless beautiful faces and seeing them age right before his eyes, Uemura is perhaps mindful that physical beauty, unlike intelligence, is ephemeral.

Even the best makeup and anti-aging regimens (and that includes going under the knife) have their limits.

E-mail the author at avergara@inquirer.com.ph



TINA Tinio, Shu Uemura's business unit manager, and Xeng Zulueta, Shu Uemura's chief makeup artist



KIT and Fernando Zobel



EVENT host Tim Yap and Tessa Prieto-Valdes



Anne Klein
Aura Athletica
Baby Guess
Bally
Bayo
British India
Chicco
CMG
Diesel
DKNY
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Florsheim
Guess
Jessica
K & Company
Kamiseta
Kenneth Cole
Great Options Art & Antique Shop
152 Lily @ Hip
Alay Kapwa
Ann Roque
Anna Pashmina
Bench
Blush Hour
Book Wagon
Bufini
cK Underwear
Clad Shoppe @ Hip
Classic Charmz
Croco Kids
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Eureka Dive Shop
Fubu
Gingersnaps
Gymboree
Human
Janilyn @ Hip
J.F. Lazartigue

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ILLUSTRATION: LA MISTADES

Re-engineering my face

By Kitty Go
Contributor

PERHAPS because the memory of a friend recovering from plastic surgery at L'Ermitage in Los Angeles has never left my mind, I am averse to plastic surgery. I cannot forget the day I walked into my friend's room at the posh boutique hotel where the very rich of Los Angeles go for post-surgery privacy. To say my friend's face looked like it was run over by a truck is an understatement. Her face was wrapped in bandages like a mummy, but it was the reddish purple rings around her eyes that told me not only had Rocky Balboa finished with her but she joined the Fight Club and didn't make the (upper) cut—all this for "a little lift along my cheekbones to make me look rested," as she said.

I couldn't eat for three days, and the last time that happened was after I saw "Silence of the Lambs." This is the best diet-starvation from fear. No wonder L'Ermitage served guests anything they wanted—because if they looked in the mirror they would lose their appetites. At least they had really nice bathrooms, unfortunately with mirrors.

No pain, no gain

However, since the beginning of this year

Aquamid somehow

lessened my aversion
to cosmetic curing

(or since they changed the lighting in our elevator) I, too, was looking like Mohammed Ali finished with me—but toward the end of his career—so I looked more like Charlize Theron in "Monster" than Linda Blair in "The Exorcist."

Last month I asked my dermatologist, Dr. Rose Gatmaytan (tel. 8999677/8977685, Tuesday-Sunday) what to do about the shadow my Mount Rushmore of a nose cast on the lower half of my face. Aside from my chest almost touching the floor, my jaw area was beginning to touch my chest.

I pointed out the deep, dark parabola running from the base of my nose to my chin. A good look for Geometry class but does nothing to prepare me for wearing Bottega Veneta this fall.

Dr. Gatmaytan kindly pointed out to me that what I called laugh lines was not the problem, but the aging of my naso-labial area, at the base of my nose. She suggested a permanent, injectable gel implant called Aquamid (www.aquamid.com) made out of a similar material to soft contact lenses.

Well, if I've used lenses in my eyes for over 20 years and I've even swallowed some by mistake, how much could this hurt—a lot, in more ways than one, as I was later to find out. But well worth the pain.

RE-ENGINEERING/12

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Re-engineering my face

From page 11

The way we war

I told Dr. Gatmayan I "didn't want no Botox" because I wasn't about to use the same chemicals Saddam used in his wars on my face because I have enough battles with it in the morning when I look at myself in the mirror.

She said there was also Restylane which she used for wrinkles around the eye area, but that was temporary and I would have to come back for more injections. What was I, a face junkie? I hate injections!

That's when she suggested Aquamid, literally a one-shot deal. Would it hurt more than a hydrocortisone shot for pimples? "A little," she said. Doctors always say this then later you find out the procedure hurts like an amputation. But I was desperate, and desperate times call for desperate measures—like an injection on your face.

Face off

The implants add volume underneath the skin, thus reducing or removing wrinkles, correcting or creating certain facial contours, even cleft chins, making lips fuller and reducing the prominence of scars.

And here's the sci-fi "Matrix" part. After the doctor injects the gel into your skin, (and while you are still suffering from pain), she uses her hands to mold the part to the desired shape, as if there was Play-Doh underneath your skin.

Here's what happened to me: First the doctor made me lie down on the operating table. Believe me, this was the best part of the procedure aside from when it ended. We already decided in her office that she was going to inject my naso-labial area, the base of my nose causing my chin not to see the light of day. She told me not to move my face but she really didn't have to, because my whole body had already gone stiff with fear. "One last question," I said, "What if I come out looking like Judy Ann Santos, then what?"

"Judy Ann has big cheeks. I am injecting you at the base of your nose," she laughed. That's a comfort. Now I only get to look like Seabiscuit running San Lazaro with flaring nostrils, which is what I ended up looking like for the first 10 hours after the procedure.

So there I was in my latest Seabiscuit look feeling like John Travolta in "Face Off" when Dr. Gatmayan says, "Oh no, we still have a little left. Look in the mirror and tell me if you want a little more on your left or your right." When I looked in the mirror and saw a red mark the size of China replace my nose, I thought, "Maybe we could put a little more on the north so China could include Tibet." But anyway, since I couldn't make a tactical decision, she decided on the placement herself.

"Oh no makeup for 24 hours and don't touch that for six hours okay?" she said. Well



Kiefer Sutherland doesn't wear makeup for "24 Hours" so I can do that, for sure. Don't touch for six hours? I can't even move my arm from fear and pain!

Then she handed me a post-injection guideline of things I should not do. I had one last important question, which I was afraid to ask, "Uuhh...Can I talk?" (Yes! It wasn't a "don't" on the post-injection list.)

So I got up and here came the next shocker, which added to the pain. Normally I would have a bill with her for easily less than P10,000 pesos for medicine, consultation, zit injections, etc. So that's all I brought—P10,000.

But the bill came out to "P26,000!" "Houston—Manila, London, Paris, Taipei—we have a problem..."

A shocker for me but when I told friends about it, I got comments like "That's cheap because one Botox syringe is 30,000. That's why people have Botox parties, to share the cost," said one friend in Manila. "Five hundred US? What a deal!" exclaimed my hairdresser in Hong Kong, "Here in Hong Kong that will be your consultation fee and lunch money." (This is a guy who charges me over \$300 for highlights and cut so he can talk.)

Damage control

So after getting a shocker of a bill, what did I do to comfort myself—but to spend more money at Rustan's Essences, which was under construction at that time. But who cares? Because my face just had its own reconstruction,

and since I couldn't touch it for six hours, what could I have done but buy scent, Christiane Celle's Calypso Violette to be exact and Acca Cappa's Calycanthus? With the help of Lil and Lorna, two excellent salespersons, I also bought skincare products that I was hoping to use when the map of China on my nose shrunk to the size of Tahiti.

The thing about beauty is we want a quick fix. And while I had to wait at least 24 hours to see the results of Aquamid, I had to find some instant gratification somewhere. Smelling great was now no longer enough.

My quest took me to Red Passion Salon (tels. 8161536/8161538), where John Imperio, a junior creative stylist, gave me the best blow-dry of my life, better than any hairdresser I had been to in New York, London, Los Angeles, Paris, Baguio, and certainly better than my hairdresser at Triple H in Hong Kong. Being the superior Frenchman, he retorted, "Of course, they are better. They are Asian so they know Asian hair. But I have 12 years experience in Asia and I do better cut and color." (Okay, so maybe this month I will choose Pantone Green 125 for my hair color.)

That night I went to the ABC-5 Dream radio launch (with no makeup on but in Rick Owens with nice hair) which, being showbiz, was a kissy-kissy mwah-mwah social scene which my face and I could not get involved in. So I just drank, enjoyed the music, saw lots of old friends

who had known me at my worst and saw me at my even worse.

I must have had a great time because I stayed till the end of the party, to which Bobby Barreiro, ABC-5's managing director, had to tell me in secret showbiz code, "Pack up na!"

Morning-after feel

The next morning for the first time, I didn't wake up hating myself. I felt fabulous enough to take on the only creatures that have damaged my self-esteem all these years.... the dogs. I didn't look 10 years younger nor did I look like Michael Jackson. I just looked like an unbelievably young-looking 40 which was good enough for me. The best part came in Hong Kong two days after the procedure when my hairdresser said he wondered how long of a vacation I had and where. "I injected my face with Aquamid," I said.

"Of course, it is already two weeks and my husband, being a typical husband, has not noticed a change in my appearance. I also hope he doesn't notice the bill."



ILLUSTRATIONS: LA MISTADES



DAPHNE Oseña: The face of glamour

'Redrawing' the face of beauty

ESTÉE Lauder launched recently the Artist's Mechanical Eye, Lip and Brow Pencil, a liner that simplifies going from ordinary to glamorous with just a few strokes of a pen.

Dubbed the "Pencil of the Future," the dual-ended liners combine two products in one convenient pencil.

The Artist's Mechanical Lip Liner is a combination lip color and liner. Vitamins C and E have been added to act as antioxidants (substances that fight disease-causing free radicals) and moisturizers for extra soft, supple lips. The liner also contains Molded Lip Color, which is rich in natural oils to allow smooth application and a translucent finish.

The automatic pencil needs no sharpening. With eight coordinating colors—Double Berry, Double Plum, Double Spice, among others—there's a shade to match a woman's every mood.

The Artist's Mechanical Eye Pencil is similarly a convenient double-pur-

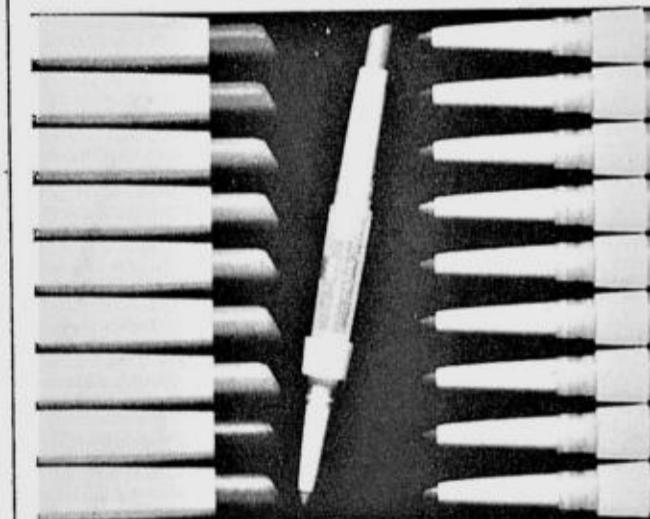
pose product—crease-proof, waterproof eye color and liner. The retractable pencil has a special "glide-booster" for more accurate application so it is practically foolproof, too. It comes in six colors, including Double Sandy, Double Forest, Double Flower and Double Beach.

The Artist's Mechanical Brow Pencil is a self-sharpening, slim pencil and brow brush. It is available in soft brown, brown and black.

Estée Lauder is exclusively available at Rustan's Department Stores.



ESTÉE Lauder Artist's Mechanical Pencils bring out the artist in you.



ARTIST'S Mechanical Lip Pencil comes in assorted colors.



OSEÑA shows how easy it is to look good with Estée Lauder Artist's Mechanical Eye, Lip and Brow Pencils.

A little makeup can go a long way



RENNOWNED makeup artist Bobbi Brown says beauty should be simple, real and approachable—a little makeup going a long way.

She recommends a basic skincare regimen. Brown also suggests investing in a few key items and gives tips on age-appropriate makeup application.

Basic skin care

Skin care begins with cleansing and protection. A good cleanser can help minimize oil and prevent blemishes. Cleansing should be followed by a hydrating toner, such as Bobbi Brown Soothing Face Tonic with lavender and cucumber extract. The Intensive Skin Supplement with white birch and grape extract can then be used for a smooth, even complexion.

Brown suggests getting into the habit of using sunscreen like the Bobbi Brown Protective Face Lotion SPF 15 to minimize sun damage.

Around the age of 30, little signs of aging become more evident. She recommends the Bobbi Brown Extra Moisturizing Balm and Eye Balm to help hydrate skin and reduce fine lines.

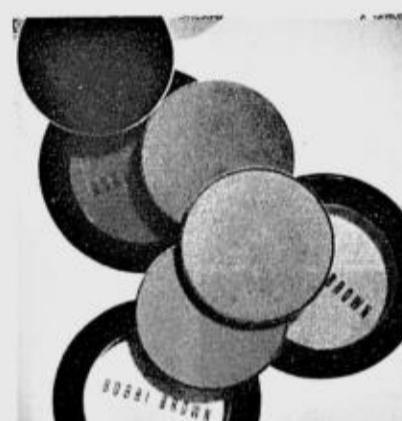
Makeup tips

A good foundation and concealer are necessary to even out skin tone and cover under-eye circles. Bobbi Brown foundation stick is recommended for covering up blemishes because it goes on smoothly and is easy to blend. Creamier liquid foundations like Moisture Rich Foundation or Oil Free Even Finish Foundation, both with SPF 15, are good for correcting redness or washed out skin tones of mature skin.

For more coverage, there is the Bobbi Brown Creamy Concealer Kit, a skin-tone corrector with coordinating loose powder.

Bobbi Brown carries a wide selection of eye shadow, blush, lipstick and lip-gloss in different colors for different skin types and ages.

Bobbi Brown is exclusively available at Rustan's Department Stores.



BOBBI Brown eye shadows in silvery, matte colors



BOBBI Brown Moisturizing Balms for the face and body are made of natural plant extracts to help hydrate skin.



Test your skills against this business game

L'ORÉAL launched recently the 2005 edition of the L'Oréal e-Strat Challenge, e-Strat 5.

Registration for the L'Oréal e-Strat Challenge is ongoing until Nov. 2 on the L'Oréal e-Strat Challenge website (www.e-strat.loreal.com). The competition begins Nov. 8.

L'Oréal is also making the business game accessible to university and business school professors for use directly in class as part of their

business and management courses, via the launch of the L'Oréal Academic Challenge.

The company is making the software of the e-Strat Challenge business game freely available to academic communities to introduce students to the game independently of the annual e-Strat Challenge.

Participants in the competition have grown from 1,800 students in 2000 to 30,000 students in 2004. The company expects to have the

biggest number of participants next year.

For the 2004 competition, only eight of 76 Philippine registered teams qualified to play. Over 50 schools in Metro Manila are joining the 2005 online game.

The L'Oréal e-Strat Challenge lets students put their managerial, strategic and critical decision-making skills to the test. Participating teams are given control of a virtual beauty company and a portfolio of brands.

A total of 16 finalist teams will be chosen to present their business plans and "sell" their virtual company to a L'Oréal senior executive jury during the grand finals on March 31, 2005.

The L'Oréal e-Strat Challenge is also one of the most innovative recruitment tools in the market.

Since its creation, L'Oréal has recruited more than 100 e-Strat Challenge players.

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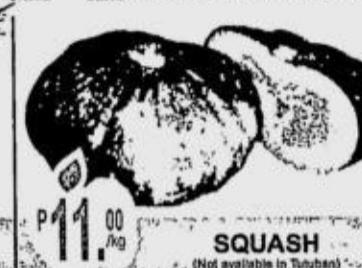
P85.00
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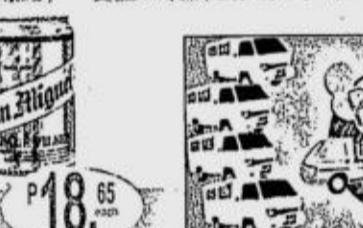
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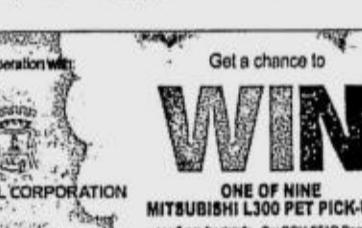
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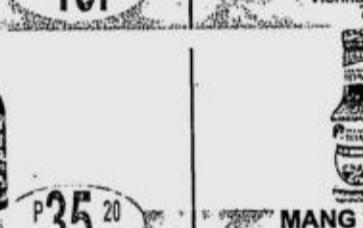
P12.25
CDO
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P47.00
MAMA SITA'S
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405g



P35.20
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P21.00
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P21.00
MANG TOMAS
Sweet & Sour Sauce
230g



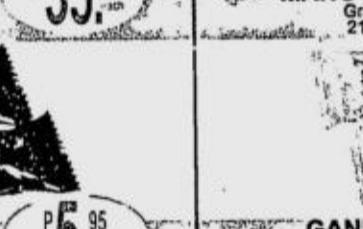
P21.00
MANG TOMAS
Teriyaki Sauce
230g



P24.75
JOHNSON'S
Baby Milk Powder
100g



P5.95
GANDOUR
Pik-One Big Size
32g



P5.75
GANDOUR
Tof Luk
32g



P16.50
LOONEY TUNES
Tweety/Bugs Bunny Party Napkin
(50 sheets)



P93.25
PANTENE
Extra Moisturizing Shampoo
200ml



P93.25
PANTENE
Hair Fall Control
200ml



P24.50
MODESS SPIRIT MAXI
Regular Cottony Soft Cover
w/ Natural Extract OC (8's)



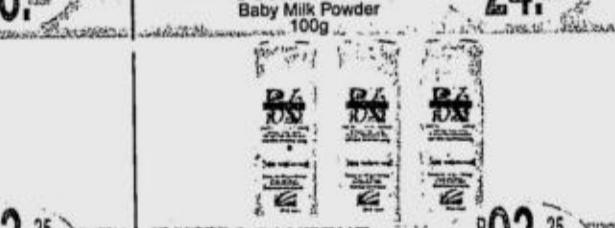
P37.00
MODESS MAXI
Regular Cottony Soft Cover
w/ Natural Extract CC (12's)



P389.75
OROCAN DISH
GARD (8770)
(not available in Dagupan)



P99.00
4-PC. FOODKEEPER SET
Before: P112.00
(not available in Dagupan)



P89.75
3-PC. FOODKEEPER SET
Before: P100.00
(not available in Dagupan)



P699.75
additional
50% OFF
LIVING ROOM
DOUBLE
RUFFLE
CURTAINS



P149.75
Before: P199.75
CURTAIN PONGEE



additional
10% OFF



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OROCAN DISH
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big R Supercenter
EXCLUSIVES



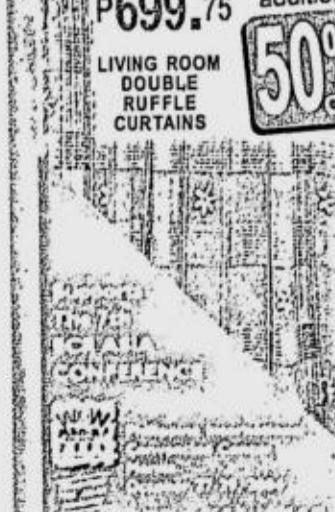
P575.00
Before: P675.00
AUDIO RACK (TVG-39)



P1,440.00
DELUXE SAUCÉPAN AND SAUCÉPOT
COMBINATION (DE 9)
Before: P1,600.00
(not available in Dagupan)



P89.75
FREE
COOKING
SPOON
Before: P100.00
(not available in Dagupan)



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- Naga Mall, Angeles, Pampanga
- Araneta Square, Caloocan City
- Eastwood City, Libis

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- Robinsons Place Sta. Rosa
- Starmills Pampanga
- Naga Mall Dagupan

PER DTI - NCR PERMIT #5080 SERIES OF 2004

**Robinsons
Supermarket**

big R Supercenter

WOW!
Low, low prices

October Sale
October 15 - 28, 2004



P150.00/kg MONTEREY Pork Steak



P150.00/kg MONTEREY Smoked Chops



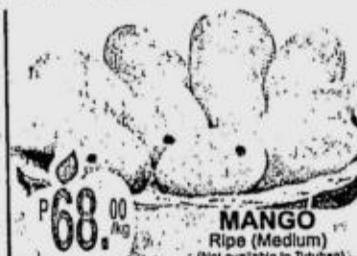
P140.00/kg MONTEREY Pork Pigue (Skin-on)



P105.00/kg BISUGO (Not available in Tutuban and Malabon)



P85.00/kg GALUNGGONG Balsa (Not available in Tutuban & Malabon)



P68.00/kg MANGO Ripe (Medium) (Not available in Tutuban)



P23.00/kg PINEAPPLE Hawaiian (Regular) (Not available in Tutuban)



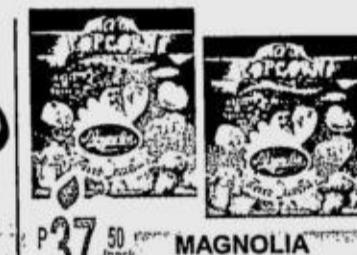
P11.00/kg SQUASH (Not available in Tutuban)



P33.00/kg PETCHAY Wombok (Not available in Tutuban)



P170.25/pack FISHBALLS



P37.50/pack MAGNOLIA Chicken Popcorn (Hot & Spicy) 225g



P189.25/bach NESTLE Rocky Road/Double Dutch Ice Cream (Half Gallon)



OF THE WEEK
SAN MIGUEL
PUREFOODS
PURE DELIGHT
LOTS A CHEESE HOTDOG P120.00/pack



P18.65/can SAN MIGUEL Pale Pilsen in Can 330ml



In cooperation with
WIN
ONE OF NINE
MITSUBISHI L300 PET PICK-UPS!
See flyer for details. Per DOH-BFAD Permit #0058 Series of 2004.



P19.50 CDO Chinese Style Luncheon Meat 165g



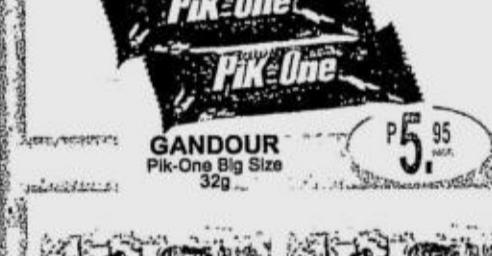
P11.25 CDO Vienna Sausage 70g



P35.20 MAMA SITA'S Barbecue Marinade 350ml



P12.25 CDO Meat Loaf 150g



P5.95 GANDOUR Pik-One Big Size 32g



P21.00 MANG TOMAS Gravy 210g



P24.50 MODESS SPIRIT MAXI Regular Cottony Soft Cover w/ Natural Extract OC (8's)



P37.00 MODESS MAXI Regular Cottony Soft Cover w/ Natural Extract OC (12's)



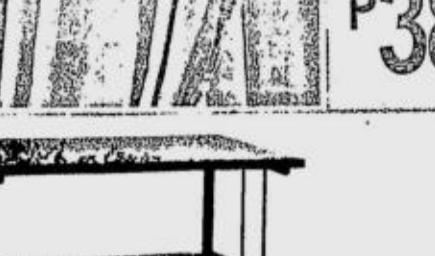
P699.75 additional 50% OFF LIVING ROOM DOUBLE RUFFLE CURTAINS



P149.75 Before: P199.75 CURTAIN PONGEE



P699.75 additional 50% OFF LIVING ROOM DOUBLE RUFFLE CURTAINS



P149.75 Before: P199.75 CURTAIN PONGEE



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P149.75 Before: P199.75 CURTAIN PONGEE

Robinsons Supermarket

- Robinsons Galleria
- Robinsons Place Manila
- Robinsons Place Imus
- Robinsons Town Mall, Los Baños
- Robinsons Place Angeles, Pampanga

- Tutuban Center
- Metropolis Star Alabang
- Target Mall, Sta. Rosa, Laguna
- Circle C Center, Congressional

- Malabon Citysquare
- Nepo Mall, Angeles, Pampanga
- Araneta Square, Caloocan City
- Eastwood City, Libis

Big R Supercenter

- Robinsons Place Novaliches
- Robinsons Place Dasmarinas
- Robinsons Place Metro East
- Robinsons Place Calinta

- Robinsons Place Lips
- Robinsons Place Sta. Rosa
- Starmills Pampanga
- Nepo Mall Dagupan

PER DTI - NCR PERMIT #5080 SERIES OF 2004

P575.00 Before: P675.00 AUDIO RACK (TVG-39)

P1,440.00 Before: P1,640.00 DELUXE SAUCEPAN AND SAUCEPOT COMBINATION (DE 9)

(not available in Dagupan)

additional 10% OFF

P389.75 Before: P429.75 OROCAN DISH GARD (8770)

(not available in Pampanga)

additional 10% OFF

P99.00 Before: P112.00 4-PC. FOODKEEPER SET

(not available in Dagupan)

additional 10% OFF

P89.75 Before: P102.00 3-PC. FOODKEEPER SET

(not available in Dagupan)

additional 10% OFF

P1,440.00 Before: P1,640.00 DELUXE SAUCEPAN AND SAUCEPOT COMBINATION (DE 9)

(not available in Dagupan)

additional 10% OFF

P93.25 Before: P105.00 PANTENE Extra Moisturizing Shampoo 200ml

(not available in Dagupan)

additional 10% OFF

P93.25 Before: P105.00 PANTENE Hair Fall Control 200ml

(not available in Dagupan)

additional 10% OFF

P24.75 Before: P27.00 JOHNSON'S Baby Milk Powder 100g

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additional 10% OFF

P24.75 Before: P27.00 JOHNSON'S Baby Milk Powder 100g

(not available in Dagupan)

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additional 10% OFF

P2

FESTIVAL OF 12 Weeks

FESTIVAL OF
12 WEEKS



FILINVEST-ALABANG

Globe GIZMO Day

Impakbasa!

(ADT) Cordillera Trade Show

Christmas Layered Workshop & Competition

Oct 17

Oct 21-30

Oct 24

Oct 31

A Maze-ing Halloween

Costume contest & a maze of fun & surprises

Holiday Gifts & Crafts

(ADT) Quiapo/Nueva Vizcaya Trade Show

Mom & Kid Christmas Baking Workshop

Nov 4-14

Nov 7

Nov 14

Jazz Up Your Jeans

Pandakong Handog ng Taga La Union

ADT La Union Trade Show

Nov 18-30

3-Day Mallwide Pre-Christmas Sale

Christmas Card Making Workshop

Nov 26-28

Nov 28

Christmas Music Fest

feat. Bamboo, Bejani Agbayani, MYMP and a whole lot more

Dec 3-5

NTV Youth Fair 2004

Dec 11-12

Dec 12

Caroling, Christmas Choral Competition Finals

Holiday Tastes & Tunes

A week of Food, Fun, and Music

Dec 13-19

Holiday Rhythms

A Christmas Dance Competition

Dec 26

Grand Grant-a-Wish Celebration

Jan 2

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Watch out for the
Bratz Fashion Show &
lots of GIZMO games at
2/L Carousel Court



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The music man at 50

By Marinel R. Cruz

RYAN Cayabyab, who has been creating music since the 1970s, said he started earning from his compositions only now that artists are recording revivals.

Ryan was only 24 when he wrote "Kay Ganda ang Ating Musika," which won for him the top prize at the Seoul Song Festival and also helped him cop a TOYM (Ten Outstanding Young Men) award for contemporary music in 1978.

Ryan, or Mr. C to people in the entertainment industry, celebrated his 50th birthday last May.

"Now, remakes of old songs are the ones making money, not the new ones," Mr. C said last week. "(Working in) this business is not viable talaga."

"Advertising is very competitive," he said. "You can make more money by making jingles. But I decided not to linger there, *malilimutan naman ng tao* (people forget the tunes anyway). I decided to go for the bigger stuff."

"Bigger stuff" means singing, composing and arranging about 200 songs throughout his career, and in the process winning several awards here and abroad.

15-year-old pianist

He started making music professionally when he was 15, as the pianist of a choral group. He did not come from a wealthy family so he did not have any formal lessons in music, he said.

"But I could read anything that they gave me," he said. "I only taught myself how."

He earned his composition degree from the University of the Philippines College of Music, where he eventually became a music instructor in 1981.

In the early '70s, he composed "Sometime, Somewhere" for singer-actor Cocoy Laurel, now based in the US. In 1976, Ryan released his first

recording, "Roots to Routes" under Vicor Records.

He wrote "Ramahari," his first musical, in 1980 and did the television show "Ryan, Ryan Musikahan" in 1988. The TV program won for him 14 awards as best TV musical show and best show host.

"(Ryan, Ryan Musikahan) was really important to me," he said. "I had been teaching music for a while. I had no other job."

'Misa 2000'

In 1989, he formed the four-member group Smokey Mountain, whose "Paraiso" won for Ryan the top prize in the Tokyo Music Festival in 1991. He was awarded the Awit Awards Lifetime Achievement Award in 1996.

In 2001, he brought home another honor when he won the second prize for original music composition for dance for his "Misa 2000" at the Onassis International Cultural Competition in Greece.

"They didn't give the first prize to anyone," Ryan explained. "I'm so proud. There was no Asian winner then."

To celebrate his 50th birthday, Mr. C will be performing in a two-night show with Regine Velasquez, Gary Valenciano, Kuh Ledesma, Basil Valdez, Piolo Pascual and Janno Gibbs tonight and tomorrow night at the Cultural Center of the Philippines Main Theater.

"Ryan Cayabyab: The Musicman at 50," will highlight his original musical compositions that have been immortalized by many Filipino artists. Also joining him are original Smokey Mountain members Geneva Cruz and Chedi Vergara, as well as Jericho Rosales, Jolina Magdangal, Michelle Ayalde and Radha.

Ai Ai delas Alas will play the role of the late Katy de la Cruz in Ryan's critically acclaimed musical "Katy!" which he staged in 1988.

Also sharing the CCP stage with Mr. C are young performers Sarah Gerone-

imo, Sheryn Regis, Bituin Escalante, Frenchy Dy, Divo, JM Rodriguez, Michael Cruz and Angelica de la Cruz.

Mitch Valdez, Nanette Inventor, Hajji Alejandro, Grace Nono, the Akafellas, The Tux, The Company, Hotlegs, Powerdance, Streetboys, Anime, and comedians Bayani Agabayani and Arnel Ignacio will also be in Ryan's birthday show, which will also feature the San Miguel Philharmonic Orchestra.

"Working with the best always influences you in the best way," said Kuh Ledesma during the press lunch with Ryan. "I will never forget Ryan because of 'Sino ang Baliw.' I admire him for that. I still sing it in my concerts and it still gets a good reception."

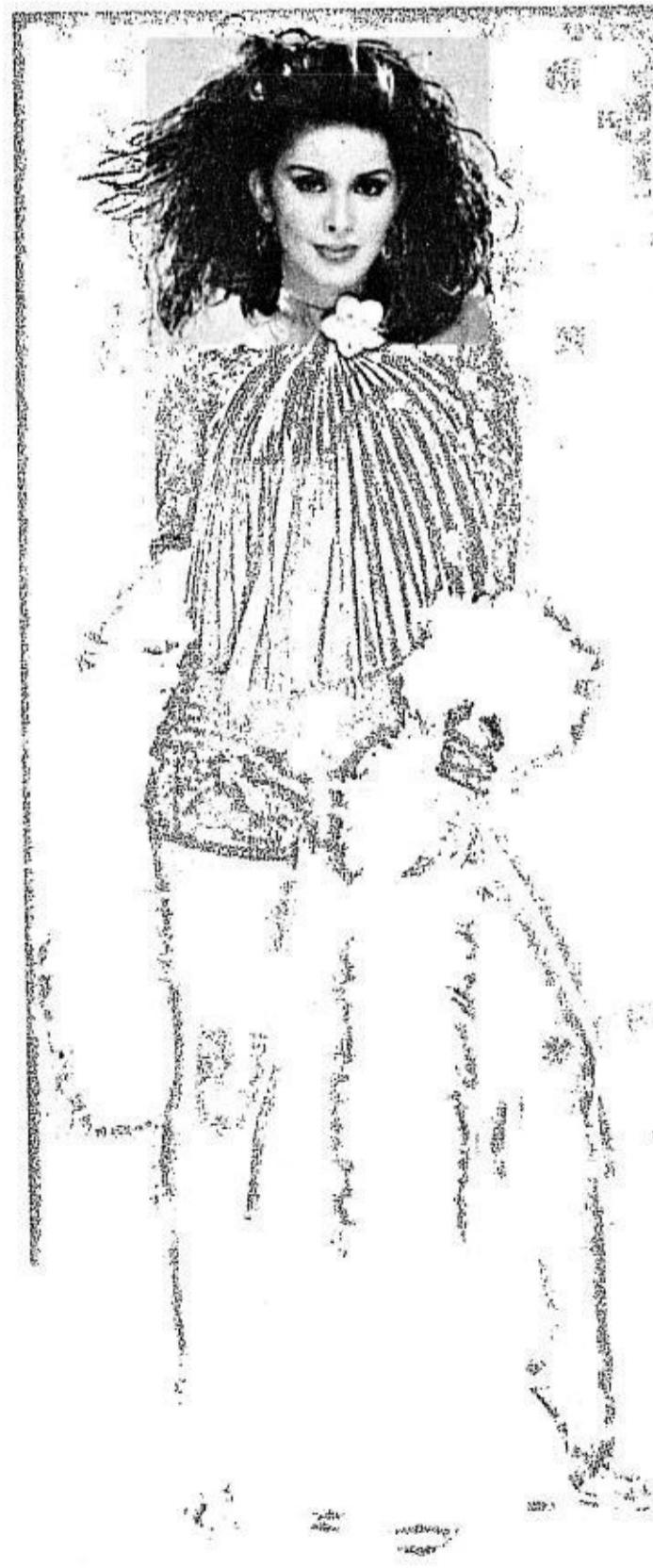
"The show will feature everything, from pop to classical, ethnic to theater, new age to trance," Mr. C said of his two-night show.

After all his accomplishments, Ryan said he still wants to do a lot of things, like a concerto for world-class pianist Cecille Licad. "But it depends on how my musicality would evolve," he said. "Whatever it is, it has to be different, powerful and out of the ordinary."

MR. C still would like to do a lot of things 'but it depends on how my musicality would evolve. Whatever it is, it has to be different, powerful and out of the ordinary'



MR. C still would like to do a lot of things 'but it depends on how my musicality would evolve. Whatever it is, it has to be different, powerful and out of the ordinary'



'IT GIRL'
On Dec. 11 at the Ultra, concert queen and "It Girl" Pops Fernandez performs in a concert that pays tribute to divas Beyoncé, J. Lo, Britney, Janet and Madonna in a concert aptly titled "It Girl." Besides featuring the music of those divas, "It Girl" will also serve as a sneak peek to Pops' new album from Warner Records. She will also perform reinvented standards and pop classics. Reinvention, after all, is Pops' middle name. She has even reinvented herself into a fashion entrepreneur with the Pipay line of T-shirts, which are sold in Anonymous and soon at flagships stores at Shangri-La Plaza and at Beauty Central Shoppesville in Greenhills. "I'm not afraid to try new things in my life and in my career," says Pops. "It's better to try and fail than not to try at all."

Presented by Smart Communications, "It Girl" is directed by Floy Quintos. Musical director is Homer Flores and choreographer is Andy Alviz for the Whiplash Dancers. DSL produces. The Red Crab is also a sponsor. Tickets are available at Ticketworld outlets, Tower Records, Music Museum, CCP, Ayala Center and Quad. Ticket prices are P1,500, P1,000, P1,000, P800 and P100.

REWARDS

The wild chase is on for Inquirer's Guyito!

Look for the specially-marked Guyito coupon in the pages of Inquirer. Cut out, put your name, address and signature. Drop at designated drop boxes for a shot at your most wanted rewards!

Join the fun as Inquirer celebrates 19 exciting years of giving Filipinos no less than balanced news and fearless views.

Hunt from September 27 to December 14, 2004!

See posters and print ads for more details.

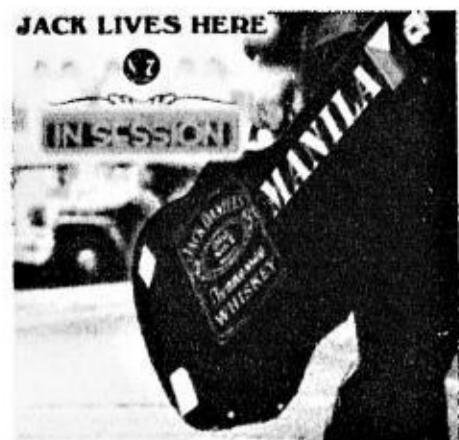
Per DTI Permit No. 2147, Series of 2004

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THE JACK Daniel's indie album cover

'Jack Lives...'

From page 2

lo Club.

Also part of the Jack Daniel's Team are Mario de Castro and Erwin Romulo of Gwei-lous Hour, RJ Oca of Violent Playground, Zach Lucero (mastering) of Imago, Adrian Arcega (cover/CD design) of The Purplechickens and Patrick Reidenbach of Club Dredd and Alan Anastacio of Brown-Forman Beverages Worldwide.

Marinel R. Cruz

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GUARANTEED SEATS

MOVIES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

SHARK TALE	10:55, 1:05, 3:15, 5:25, 7:35, 10:00 GP
LADDER 49	9:50, 12:30, 3:10, 5:50, 8:30, 11:10 PG 13
SKY CAPTAIN	10:35, 1:05, 3:35, 6:10, 8:35, 11:05 PG 13
HOUSE OF FLYING DAGGER	11:25, 2:10, 4:55, 7:40, 10:30 PG 13

Star group of cinemas movie guide
IN DOLBY DIGITAL SOUND

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METROPOLIS
ALABANG
Tel. No. 850.42.85

starmall
LAS PINAS
Tel. No. 873.50.04

Ladder 49
Flying Daggers
Resident Evil 2

Resident Evil 2
Feng Shui
Punisher
Sky Captain
Flying Daggers

Secretary
IQ Zero

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Star Group Cinemas
PER STICKER
PER TICKET
SERIES OF 2004

SHANG CINEPLEX

1 LADDER 49	FS 11:20 AM, 2:09 PM, 4:40 PM, 7:20 PM LMF: 10:00 PM (PG-13)	3 THREE	FS 12:50 PM, 3:30 PM, 6:10 PM LMF: 8:50 PM (R-13)
2 SHARK TALE	FS 11:10 AM, 1:20 PM, 3:30 PM, 5:40 PM 7:50 PM, 10:00 PM (GP)	4 HOUSE OF FLYING DAGGERS	FS 11:20 AM, 2:00 PM, 4:40 PM, 7:20 PM LMF: 10:00 PM (PG-13 with Caution)
PREMIERE THEATRE FS 12:00 PM, 2:30 PM, 5:00 PM, 7:30 PM, LMF: 10:00 PM (GP)			

Shangri-La Plaza

THEATRE MALL GREENHILLS
a landmark renovated!

NOW SHOWING

1 LADDER 49	11:35, 2:20, 5:00, 7:40, 10:15 PG13	2 SKY CAPTAIN	11:30, 1:50, 4:10, 6:30, 8:50 GP
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October 15 & 16 ALL ALL ABOUT MEN (PENIS TALKS)
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8:30PM 8:00PM

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POWER PLANT CINEMA

Rockwell Center, Makati City Tel. No: 8981440-41 DOLBY DIGITAL SURROUND-EX

HOUSE OF FLYING DAGGERS PG13	SHARK TALE GP	SKY CAPTAIN GP
12:10, 2:40, 5:10, 7:40, 10:10	11:50, 1:50, 3:50, 5:50, 7:50, 9:50	12:40, 3:00, 5:20, 7:40, 10:00
WIMBLEDON PG13	OPEN WATER PG13	LADDER 49 PG13
12:45, 2:55, 5:05, 7:15, 9:30	12:00, 2:00, 4:00, 6:00, 8:00, 10:00	12:15, 2:45, 5:15, 7:45, 10:20

MATINEE SCREENINGS BEFORE 5 PM - P 81 - MON. TO FRI.

2001
MONSTERS
ON THE
CATWALK

Halloween Parade at Rockwell
October 31
Registration Period: 22nd-27th
Candy freebies await.

See posters and flyers for details.

Per DTI Permit No. A1-665, Series of 2004.

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22nd Annual National
Consumer's Quality Award 2004Family Consumers
Choice Award 2003

NOW SHOWING

GALLERIA

632-9115 to 16

CINEMA 1 THX LADDER 49 1:30, 4:10, 6:50, 9:30

2 LADDER 49	11:20, 2:00, 4:40, 7:20, 10:00	3 THREE	11:20, 2:00, 4:40, 7:20, 10:00	4 SHARK TALE	11:10, 1:20, 3:30, 5:40, 7:50, 10:00
5 SKY CAPTAIN	10:20, 12:40, 3:00, 5:20, 7:40, 10:00	6 FENG SHUI	11:20, 2:00, 4:40, 7:20, 10:00	7 OPEN WATER	12:30, 2:20, 4:10, 6:00, 7:50, 9:40
8 FENG SHUI	12:40, 3:00, 5:20, 7:40, 10:00	9 RESIDENT EVIL 2	12:40, 3:00, 5:20, 7:40, 10:00	10 WIMBLEDON	12:40, 3:00, 5:20, 7:40, 10:00

Regular Price: P150 THX / P100/70 for two levels cinemas / P100 for one level cinemas

ERMITA

536-7809 to 12

CINEMA 1 SKY CAPTAIN 1:15, 3:35, 5:55, 8:15, 10:00

2 OPEN WATER	10:30, 12:20, 2:10, 4:00, 5:50, 7:40, 9:30	3 LADDER 49	1:40, 4:15, 6:55, 9:40	4 HOUSE OF FLYING DAGGERS	10:10, 12:30, 2:50, 5:10, 7:30, 9:40
5 SHARK TALE	10:20, 12:15, 2:10, 4:05, 6:00, 7:55, 9:50	6 THREE	1:40, 4:15, 6:50, 9:40	7 RESIDENT EVIL 2	10:40, 12:50, 3:00, 5:15, 7:25, 9:40

682-8193/99 / 682-8280

METRO EAST

935-3229 / 31

1 OPEN WATER	10:50, 12:50, 2:50, 4:50, 6:50, 9:00	2 RESIDENT EVIL 2	11:30, 1:50, 4:20, 6:40, 9:10	3 SKY CAPTAIN	11:50, 2:30, 5:10, 7:50, 10:30
4 FENG SHUI	11:00, 1:00, 3:00, 5:00, 7:00, 9:00	5 THREE	12:30, 2:30, 4:30, 6:30, 8:30, 10:30	6 HOUSE OF FLYING DAGGERS	11:20, 1:40, 4:00, 6:20, 8:30, 10:30
7 LADDER 49	10:10, 12:30, 2:50, 5:10, 7:30, 9:50	8 SHARK TALE	10:50, 12:50, 2:50, 4:50, 6:50, 8:50, 10:30	9 THE PUNISHER	11:00, 1:20, 3:40, 6:00, 8:25
10 WIMBLEDON	10:50, 12:50, 2:50, 4:50, 6:50, 8:50, 10:30				

NOVALICHES

935-3229 / 31

1 LADDER 49	11:00, 1:25, 3:50, 6:15, 8:40	2 HOUSE OF FLYING DAGGERS	12:10, 2:50, 5:30, 8:15	3 SKY CAPTAIN	10:15, 12:45, 3:15, 5:45, 8:20
4 THE PUNISHER	1:00, 3:30, 6:00, 8:30	5 FENG SHUI	11:00, 1:20, 3:40, 6:00, 8:25	6 RESIDENT EVIL 2	11:00, 1:20, 3:40, 6:00, 8:25

Citisquare MALABON

288-0985/2575

1 SHARK TALE	10:30, 12:30, 2:30, 4:30, 6:30, 8:30	3 THE PUNISHER	11:10, 1:30, 3:50, 6:10, 8:30
2 HOUSE OF FLYING DAGGERS	11:10, 1:30, 3:50, 6:10, 8:30	4 FENG SHUI	11:10, 1:30, 3:50, 6:10, 8:30

CAINTA

240-4661

1 SHARK TALE	10:30, 12:30, 2:30, 4:30, 6:30, 8:30	3 THREE	11:30, 2:20, 5:10, 8:00
2 LADDER 49	11:20, 1:40, 4:00, 6:20, 8:40	4 HOUSE OF FLYING DAGGERS	11:00, 1:20, 3:40, 6:00, 8:20

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KOREA'S ALL-TIME BOX OFFICE HORROR CHAMP

VIVA and WAVE 93.1

Doll Master Search
Dress Up Your Doll Contest & Exhibit
October 18 to 26, 2004

A contest to the best dressed doll shall be conducted. Entries shall be exhibited at Robinsons Movieworld Galleria cinema lobby. For more info, pls call the MARKETING SERVICES DEPT.: M 683-2941 / 635-2849 loc. 14 to 16

ADVANCE SCREENING
October 18, 2004 • 7:30PM
Robinsons Movieworld Cinema 6

Tune in to Wave 93.1 and get a chance to win FREE movie invites.

*Awarding of winners for Doll Master Search / Dress Up Your Doll Contest shall be announced before the Movie.

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The Eigenmanns: We're proud of our children but they have to work harder

By Marinel R. Cruz

WHAT can siblings Michael de Mesa and Cherie Gil say about the third-generation Eigenmanns, who are obviously as talented as they are?

"Not sure about being as talented," Cherie said, laughing, and quickly added, "I shouldn't have said that. I have not had the

chance to watch all of them. Of course I'm proud of them."

"It's just that we started so young," she said. "The kind of movies we did during our time were very different. We had the Bernals and Brockas at that time."

Michael, Cherie and Mark Gil—all widely respected for their acting talents—are children of accomplished actors Eddie Mesa and

Rosemarie Gil. Michael's sons Ryan, Geoffrey and AJ, as well as Mark's sons Gabby and Sid are all into acting.

"They have an easy time, unlike us during our time," Michael added. "What we have achieved in terms of craft was really through blood, sweat and tears. We really worked hard to have come this far."

"They have to work harder," said Cherie.

"I always make it a point to remind my kids that they should be serious with their craft, even if they're getting paid a lot of money," said Michael. "What should still matter is the talent. Ryan has proved that he has depth. Among the three of them, I think it's Geoffrey and AJ who still need to shine. I'm not saying that they're not good, they actually have the natural talent. But when it comes to the craft, Ryan has depth."

"My daughter Bianca is in the mold, she'll get there," said Cherie. "She already said she wants to be an actress and singer. When I was her age, I didn't even know that I'd be an actress. Bianca said she wants to have voice lessons."

"AJ and Geoffrey play teen roles, although Geof's first major exposure was in theater," Michael added. "That was a good stepping stone for him. He learned a lot, working with the likes of Leo Martinez."

Frustrated

Michael and Cherie, who were rehearsing for the play "The Guys" when interviewed by INQUIRER Entertainment, admitted that even the most successful artists get frustrated.

"I really love my work, but there are so many things I want to do," Michael admitted. "Because you've been doing the same roles over and over, you get tired of it. I love acting, but I hate the system."

Cherie shares her brother's sentiments. "The system locks you into doing just what the producers and networks think you should do," she said. "You can't grow. You can't create new ideas because you're blocked. But when I go home and find myself watching foreign films, I wish we could do the same here."

"If only we knew the answers to these problems," she added. "We were talking about it a few days ago. We said maybe actors could get together and make their own films."

Time out from soaps

Cherie has just finished taping for her last episodes as the cruel Victoria on ABS-CBN's top-rating fantasy series, "Marina." She said she intends to take a break from soaps because hers had been a particularly "difficult" experience.

"It made me change my priorities," she said. "(Soaps) are not for me because I have other things going on in my life. I have kids. You can't do a lot of things if you're in a soap. It's difficult. We shoot three times a week for really long hours. 'Marina' was initially meant for only six months, that's why I took it. But since it was rating pretty well, we had to extend it. And because I was committed to the role, I had to extend my work, too."

"Marina," with Claudine Barretto playing the lead role, is scheduled to air its final episode later this month.

"It was good while it lasted," said Cherie. "What's nice is that we ('Marina' cast) established a very good camaraderie. That's the fun part. I had a world of my own outside my home. Everybody needs something like that."

Cherie has been rehearsing for "The Guys," the very first stage play she would do with her brother Michael. The play goes on tomorrow night at the Carlos P. Romulo Auditorium of the RCBC Towers in Makati City.

Eigenmann dinners

When INQUIRER Entertainment caught brother and sister during a rehearsal break, their closeness to each other was very apparent. During the interview, both said they regularly go out to dinner with the whole Eigenmann clan.

"We do that in different places," said Michael. "Sometimes at my place, at other times at Mark's (Gil)."

"But we do it more often at my house because I like it," said Cherie. "I have small kids and I like them to spend more time with their cousins. The others managed to grow up together, but my kids belong to a younger batch. I want my kids to be close to their cousins, too."

Anne Nelson's "The Guys" is a story about a fire captain who loses eight men in the collapse of the World Trade Center. Nick (Michael) enlists the help of an editor, Joan (Cherie) to prepare the eulogy for the firemen



SECOND GENERATION. Their kids are starting earlier in show business and having an easier time.

JIM GUJAO/PUNZALAN



The kind of movies we did during our time were very different. We had the Bernals and the Brockas at that time'

who perished. Joan helps Nick put together the difficult, heartfelt speeches that he must deliver during the eulogy.

"The Guys," directed by Bobby Garcia for Atlantis Productions, is the first play ever written about the 9/11 terrorist attacks on New York City.

Play's strength

"When I read the play, I said this is perfect for Cherie," said Bobby, who is also artistic director of Atlantis Productions. "It's not a *contrabida* role. That's what I like about it. I think Cherie Gil is so much more than the *contrabida* that people normally see on screen and TV. She is given that kind of role because she does it well. But I know her well and I know that she's so much more than that. It's also an opportunity to show a different side to her."

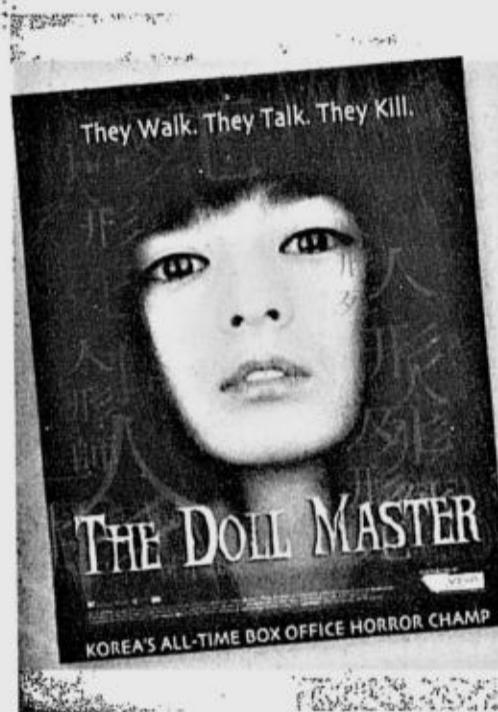
Michael agreed. "She's the strength (of the play). I'm very confident that she will come up with something really good. I know that I'll be getting a lot from her."

But Cherie said she was nervous playing opposite her brother. "The respect is there, because you know that he is a thespian," she said. "It's been like that even in movies, when he directs me. And then he's also my older brother. It's even more positive because you're excited and more challenged to be good. You want to be prepared for him."

"There lies the challenge," said Bobby. "But they're two of our best actors in the country so this is easy for them."

"The Guys" has been well received since its first off-Broadway performance with a revolving cast that included Sigourney Weaver, Bill Murray and Susan Sarandon.

Tickets for the one-night performance are P350, P250 and a special student discount rate of P100. Call 892-7078, 840-1187 or Ticketworld at 891-9999.



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Tune in to Wave 89.1 and get a chance to win FREE movie invites.
*Awarding of winners for Doll Master Search : Dress Up Your Doll Contest shall be announced before the Movie.

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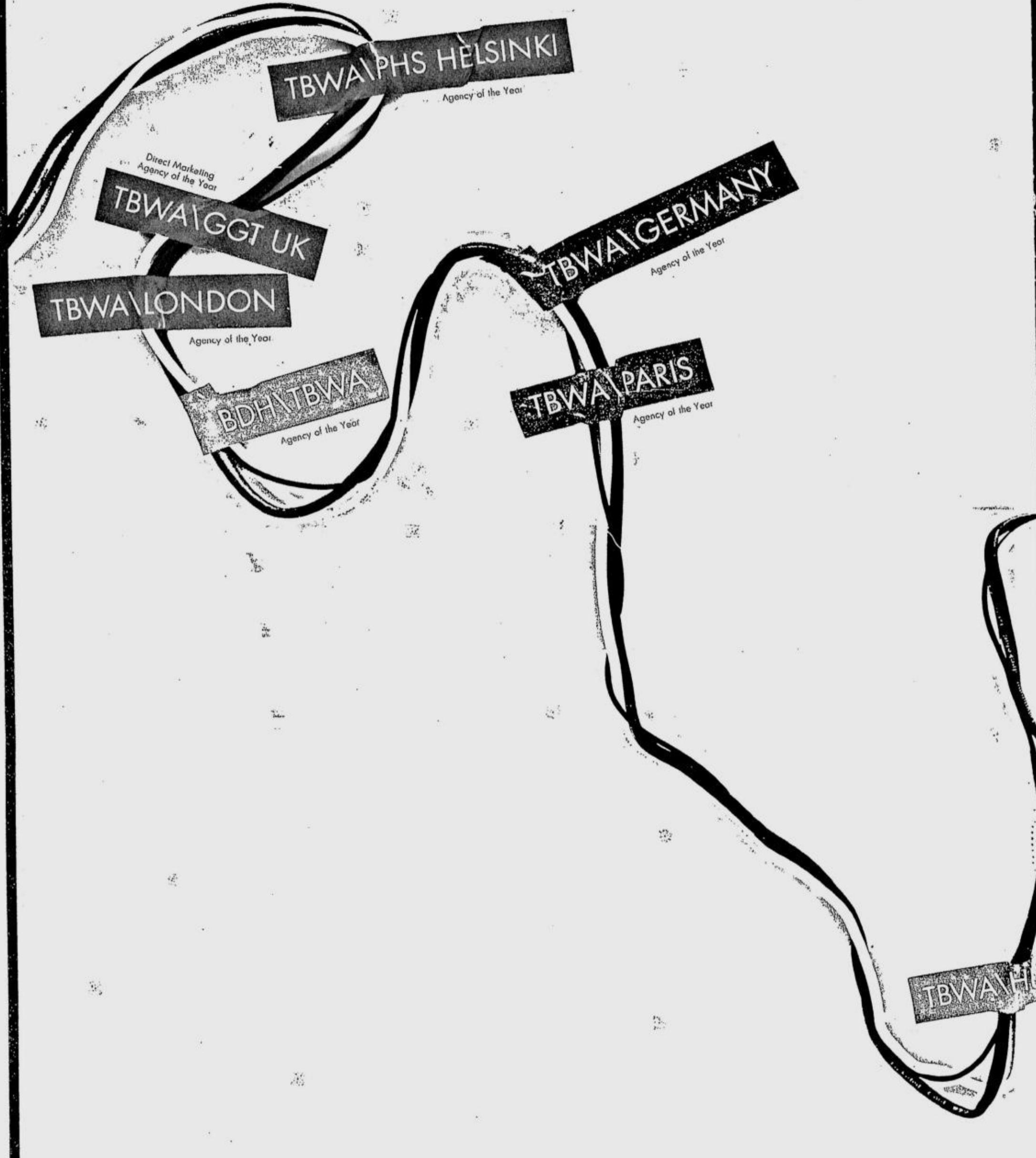
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PREMIERE THEATRE (Dolby)	WIMLETON	1 (color) SHARK TALE
SKY CAPTAIN GP	PUNISHER	2 (color) LADDER 49
1 (color) LADDER 49 PG-13	THREE	3 (color) SKY CAPTAIN
2 (color) SHARK TALE GP	SHARK TALE	4 (color) HOUSE OF FLYING DAGGERS
3 (color) THREE RT-13	HOUSE OF FLYING DAGGERS	5 (color) HOUSE OF FLYING DAGGERS
4 (color) HOUSE OF FLYING DAGGERS PG-13	LADDER 49	6 (color) LADDER 49
SUPER CINERAMA (Isotann)	FENG SHUI	7 (color) SKY CAPTAIN
1 (color) SKY CAPTAIN	OPEN WATER	8 (color) FENG SHUI
2. THREE	RESIDENT EVIL	9 (color) RESERVE
3. RESERVE	Mandaluyong	10 (color) RESERVE
4. LADDER 49	ST. MALL CINEPLEX	1 (color) RESERVE
5. HOUSE OF FLYING DAGGERS	Tel. 911-3101 loc. 8242 / 8281 / 6397	2 (color) RESERVE
Gotesco Grand Central (Caloocan) tel 364.3781	3 (Dolby) SKY CAPTAIN	3 (color) SKY CAPTAIN
1. RESERVE	4 (SDDS) LADDER 49	4 (color) FLYING DAGGERS
2. RESERVE	5 (DTS) FLYING DAGGERS	5 (Dolby) SHARK TALE
3. RESERVE	6 (Dolby) FENG SHUI	6 (Dolby) FENG SHUI
4. RESERVE	7 (Dolby) RESIDENT EVIL	7 (Dolby) RESIDENT EVIL
5. RESERVE	Masagana CINEMA (Pasay) tel 833.3290 / 833.3274	1 (color) RESERVE
6. RESERVE	1 (color) SKY CAPTAIN	2 (color) RESERVE
7. RESERVE	2 (color) HOUSE OF FLYING DAGGERS	3 (color) SKY CAPTAIN
8. RESERVE	3 (color) LADDER 49	4 (color) HOUSE OF FLYING DAGGERS
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12. RESERVE	Lianas Cinema (Alabang) tel 850.1276	8 (color) HOUSE OF FLYING DAGGERS
13. RESERVE	MIND HUNTERS KIRIDA	9 (color) RESERVE
14. RESERVE	MASARAP BA ANG BAWAL	10 (color) RESERVE
15. RESERVE	THE EXORCIST: THE BEGINNING	11 (color) RESERVE
16. RESERVE	SECRETARY	12 (color) RESERVE

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If we didn't break the rules, we wouldn't have broken the record. Only on its third year, proclaimed Agency of the Year, Best in Creative and Best in Market Performance.

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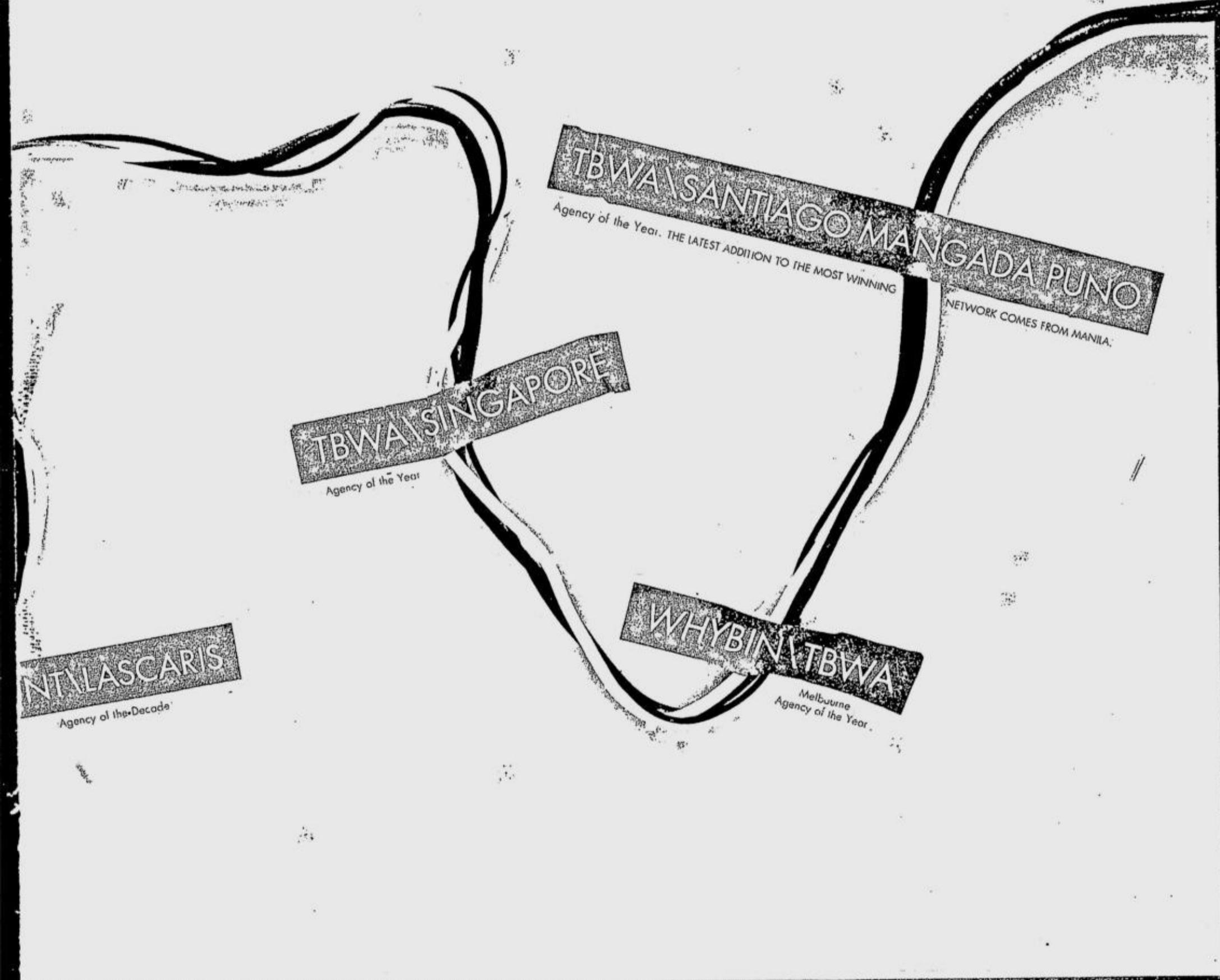


THREE YEARS IN THE MAKING

In February 2001, life changed for SPA, an ad agency formed by two advertising romantics, Jimmy Santiago and Tong Puno. Melvin Mangada, former Executive Creative Director of Ace Saatchi signed up and the triad joined forces with TBWA\Worldwide to set up shop in Manila, to be known as TBWA\SANTIAGO MANGADA PUNO, the longest name in Philippine advertising, oftentimes mistaken for a law firm. The rest is history.

OVERTURNING CONVENTIONS: TBWA\Santiago Mangada Puno holds office at Warehouse 7646 Guijo Street in San Antonio Village Makati - a place so far removed from the usual ad agency address. Never mind the unusual location, the warehouse is as tech-savvy as its tenants. Its glass and metal, all-white interiors landed the pages of architectural magazines as a unique, "cool place" to work in.

DISRUPTION, the famous marketing and advertising book written by Jean-Marie Dru, CEO of TBWA\Worldwide, has been the inspiration behind the entire organization's way of life. And shake up the marketplace it did when on its first year, the agency grew 82% in revenue, won 12 new clients out of 13 PITCHES and 2 AD OF THE YEAR Awards from the Creative Guild. The agency grew as fast as its clients' business! A string of events followed. More new account appointments, staff complement expansion, more creative awards: the 2003 Ad Congress, a sweep, winning the most number of awards, the Creative Guild Ad of the Year, a cleaner sweep with 4 OUT OF 6 MAJOR AWARDS. In the international scene, TBWA\SMP gave honors to the country with recognitions from award-giving bodies like the Cannes Media Lions, the Asia Pacific Ad Fest, the One Show - the first medal ever for the country, the London International Advertising Awards, the New York Festivals and recently, the Cannes Advertising Festival. Late last year, TBWA\SMP set up the global network TEQUILA\, specializing in Relationship Marketing.



The network introduced Disruption Days, a series of skills training workshops proprietary to all TBWA agencies. Today, the 65-strong workforce of the agency is familiar with Disruption Tools in planning and in the creation of work that does not only get recognized for its creativity but for its business-building quality.

BREAKING THE RULES! TBWA\SMP surprised the industry recently when it bagged the coveted 2003 AGENCY OF THE YEAR Award in spite of being the youngest contender. Historically, the AOY was only given to more established and larger agencies. Its body of work including the anti-fake campaign for adidas also won for the agency the coveted title of "BEST in CREATIVE". The adidas series featuring a heavily injured athlete's foot is probably this year's winningest print campaign. It also proved to be effective in raising the level of awareness towards the dangers of wearing fake sporting gears. A campaign that turned the business around and another one that successfully launched a brand were the agency's ticket to win

another major category award in the AOY: The BEST in MARKET PERFORMANCE. Nizoral Cream's TV spot "Park", which vividly illustrated the discomforts of a recurring fungal infection, made Nizoral leapfrog competition from a poor third brand in volume sales to the No.1 slot in the category. In spite of its late entry into an over crowded SUV market, Nissan X-trail, with the help of its launch campaign, was propelled from Number None to No. 1 in three months. These are just two of the many successful case studies in the agency's rich portfolio of brand builders.

Having achieved so much in so little time, the agency is thankful to the following partners: Absolut\adidas\Alaska\Asia Brewery\Ayala Malls\AXA\Boysen\Business World\Couples for Christ\Globelines\GlobeQUEST\Hands on Manila\KFC\KISH\Laguna Property Holdings Inc.\Libresse\MEMO\Metrobank\Mister Donut\Mothers for Peace\Nissan Motors Philippines\NIVEA\Nizoral\Oxygen\Pedigree\Pernod Ricard\Shangri-La Hotels and Resorts\TCL\Tena\The Philippine Star\Whiskas\Wyeth.

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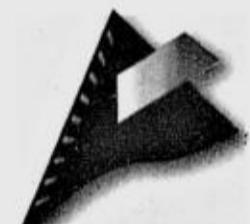


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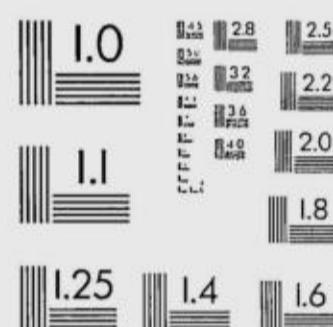
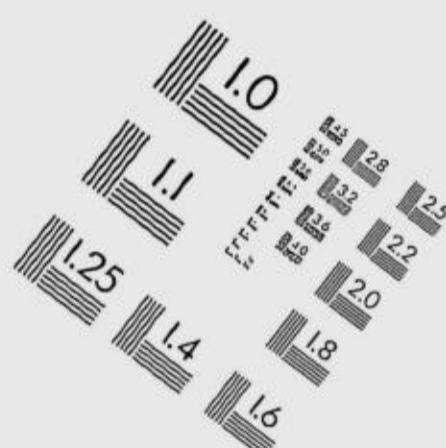
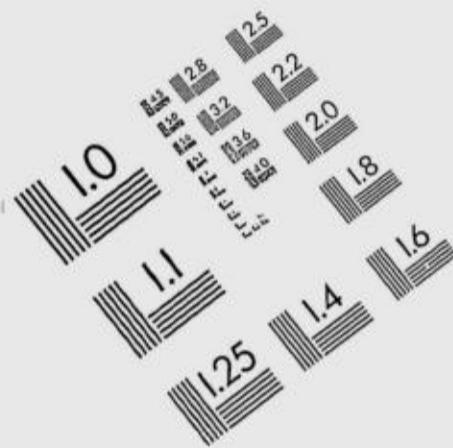

PRODUCTION VILLAGE

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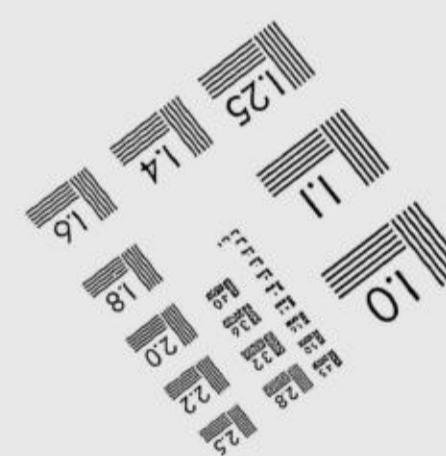
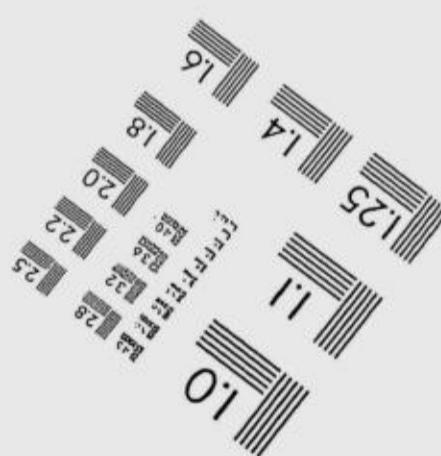
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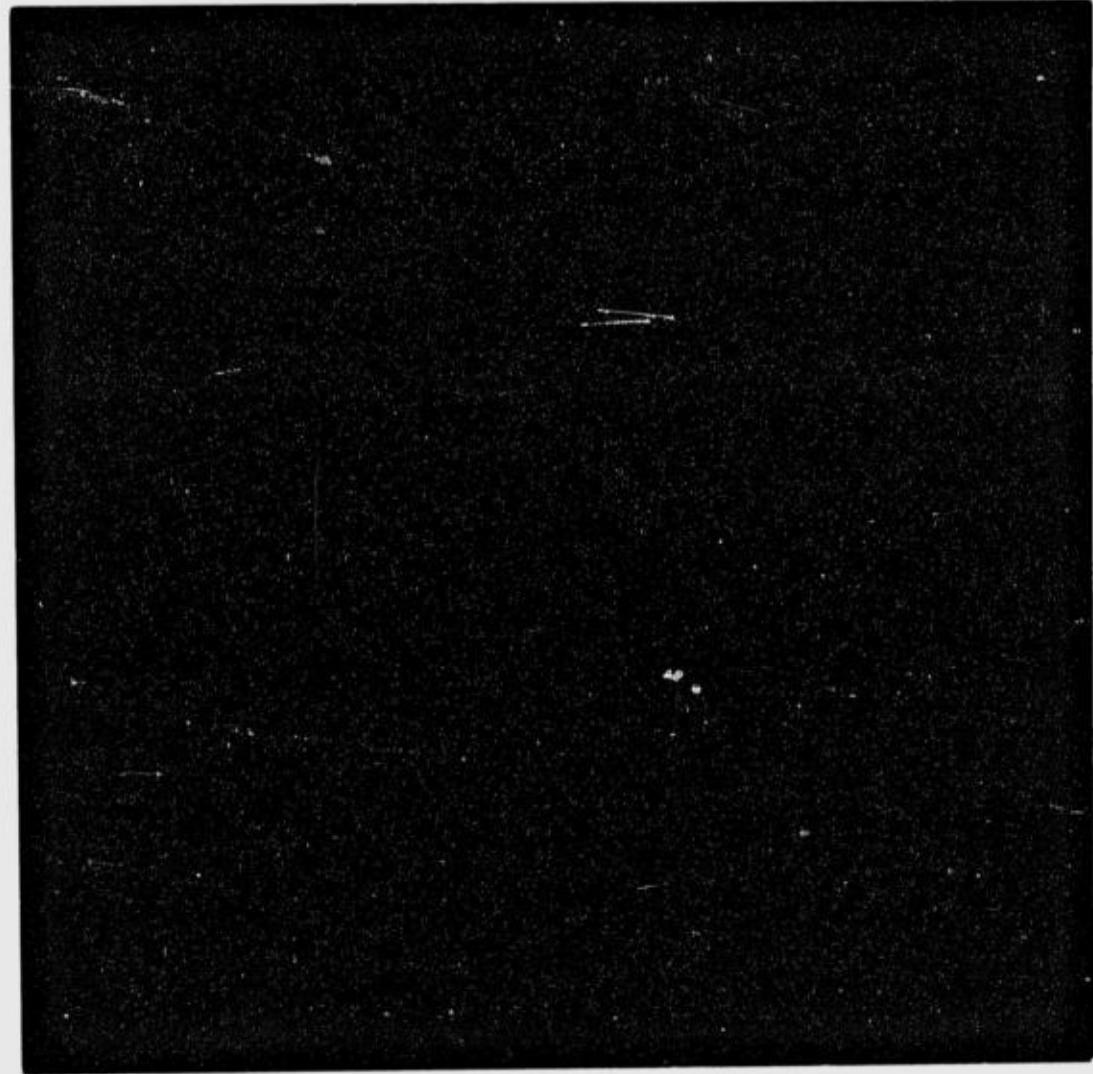


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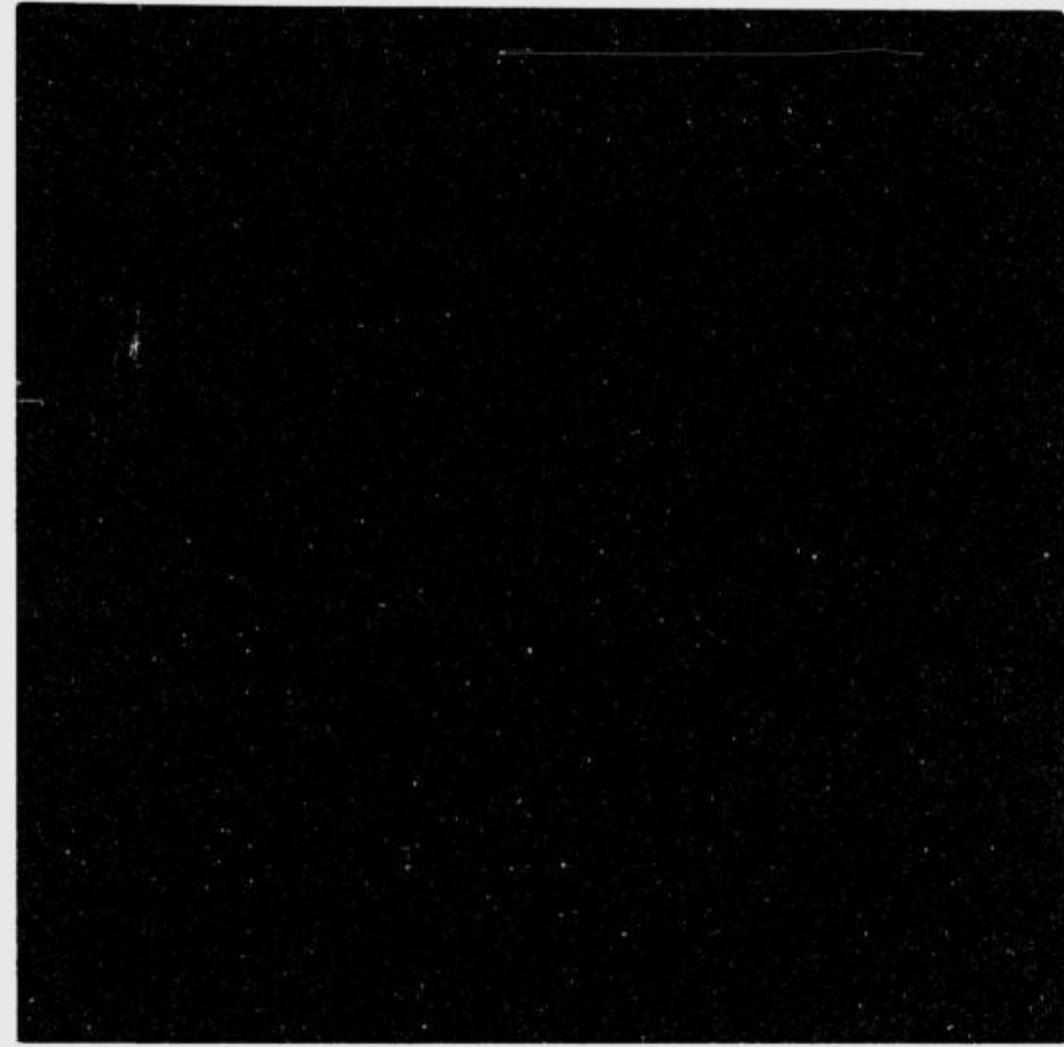


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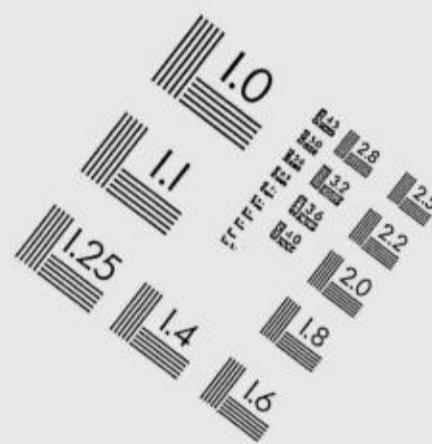
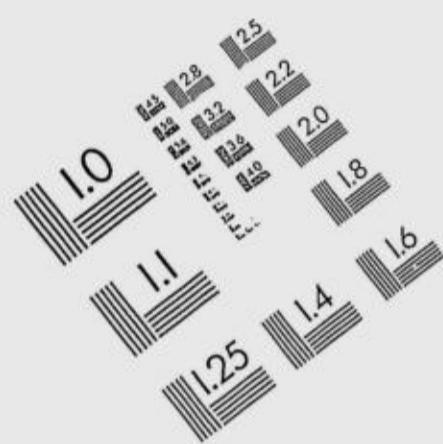
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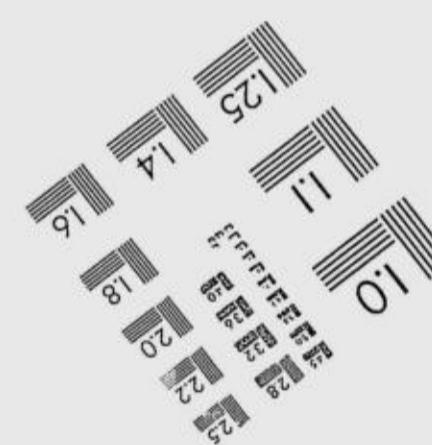
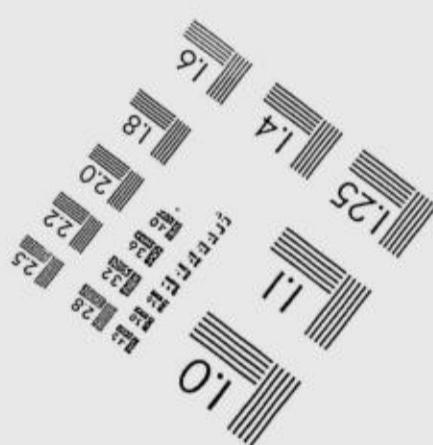
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**IMAGE EVALUATION
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